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PRESS RELEASE

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Return on Energy, New Workplace Methodology to Improve ROI, Introduced
This approach enhances employee engagement and increases employee productivity to maximize an organization's success.

IRVING, TX – www.ReturnOnEnergy.com (Return on Energy™), a powerful new methodology to enhance employee engagement and increase employee productivity, was introduced today. Developed by entrepreneur Michael Rose, this game-changing approach was born of his unorthodox viewpoint that teaches employees and management a whole new way to achieve personal growth and business success.

The precarious economy, declining sales, stunted profits and the overall frustrated state of business demands a new Way of thinking and communicating. www.ReturnOnEnergy.com (Return on Energy), or ROE™, provides a solution to the number one problem companies struggle with today—getting the right people into the right seats—and takes it one step further: to get those people communicating and thinking the right way. In other words, when the right thinkers are filling the right positions, companies experience a dramatic increase in employee productivity and genuine employee engagement, maximizing an organization's success, or Return on Investment.

ROE is just as important as ROI. The causal relationship between the two is a positive feedback loop: as one increases, so does the other. In fact, ROE Powers ROI™.

www.rmichaelrose.com (Rose) has dedicated the last four years to developing, implementing, and analyzing Return on Energy within his own business. This easy-to-understand methodology has been perfected through thousands of interactions with people at every career stage with unquestionable success. Rose details this methodology in the upcoming book *ROE Powers ROI: The Ultimate Way to Think and*

Communicate for Ridiculous Results, which will be launched in February 2012. The firms Return on Energy, Inc. and ROE Impact, LLC will offer speaking, consulting, and workshops based on the Return on Energy philosophy for organizations to maximize their employee productivity, communication and leadership.

About Return on Energy:

Return on Energy, or ROE, is a game-changing business methodology. By providing a solution to the number one problem companies struggle with today—getting the right people into the right seats—and getting them to communicate effectively, organizations will maximize their success, or Return on Investment. Simply stated, ROE Powers ROI.

About Michael Rose:

R. Michael Rose is the Founder of the Return On Energy, Inc., CEO of Rose Group Companies, and author of *ROE Powers ROI: The Ultimate Way to Think and Communicate for Ridiculous Results*. A scientist by training, a teacher by nature, and an entrepreneur by spirit and drive, Rose brings his unique perspective on business organizations and communications to clients and audiences alike.

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