

Session 3

Interval

YANKOLOVICH STUDY RESULTS

Circa 1989, prior to the delivery of the Forum we are presenting in this book, Werner Erhard and Associates (WE&A) commissioned a study by noted social scientist Daniel Yankolovich, wherein he analyzed the results reported by graduates of the Forum. By the time the results of the study were published circa 1991, Werner Erhard sold WE&A to his employees, who then renamed their company Landmark Education, and consequently, their flagship course became the Landmark Forum. Here is the summary of those results and Yankolovich's analysis.

An Analysis of The Landmark Forum and Its Benefits A Yankelovich (DYG, Inc.) Study

Summary

Internationally recognized social scientist Daniel Yankelovich surveyed more than 1300 people who completed The Landmark Forum during a three-month period. Prior to their Landmark Forum, people were asked what they expected to achieve in the course; after The Landmark Forum, they were asked about the benefits they actually received.

The study explored four areas: the value of The Landmark Forum, the profile of participants, satisfaction levels after The Landmark Forum, and unexpected benefits that were experienced. A few of the findings include:

- More than 90% of participants report practical and enduring value for their life - well worth the time and cost.
- More than 90% of participants report a better understanding of relationships and their role in them.
- Nearly every participant received unexpected benefits - ranging from the ability to control weight to achieving personal and professional goals.

"Several of the study's findings surprised me quite a bit, especially the large number of participants for whom The Landmark Forum proved to be 'one of the most valued experiences of my life.' This is not a sentiment that people, particularly successful, well-educated people, express lightly. I can understand why people recommend The Landmark Forum to their associates, friends, and relatives."

*Daniel Yankelovich, Chairman
DYG, Inc. (public opinion analyst)*

A survey was conducted of more than 1300 people who completed The Landmark Forum during a three-month period. Prior to their Landmark Forum, people were asked what they expected to achieve in the course; after The Landmark Forum, they were asked about the benefits they actually received.

Daniel Yankelovich, Chairman of DYG, Inc., a noted social scientist and public opinion analyst, as well as a leading researcher of values and future trends who has been conducting these kinds of studies for more than 30 years, did an analysis of the survey.

The following charts indicate the value reported from The Landmark Forum, the benefits most often cited as a result of their participation, and their level of satisfaction.

Value of The Landmark Forum

Participants were asked the degree of value they felt The Landmark Forum had in the areas listed below. The possible responses were: Excellent, Good, Fair, and Poor.



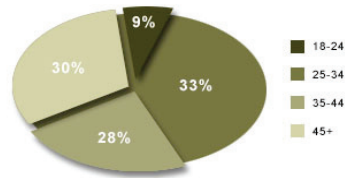
Daniel Yankelovich is a leading interpreter of trends shaping American society and the global economy. He is the author of 10 books and chairman/founder of three organizations: Public Agenda; DYG, Inc.; and Viewpoint Learning. His pioneering work has earned him numerous awards in the field of public opinion research.

"More than 7 out of 10 found The Landmark Forum to be one of their life's most rewarding experiences. To me, this suggests that it addresses many of people's most profound concerns - to improve their personal relationships, how to be a more effective person, how to think productively about their lives and goals."

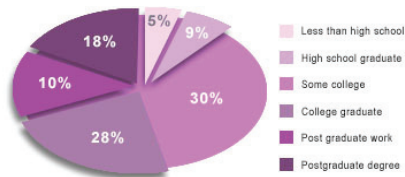
Profile of Participants

These charts indicate the distribution of participants by age, educational level, and occupation. The greatest number of participants are in their mid-twenties to mid-forties. On the whole, they are very well educated, with 87% indicating some college work, well over half having completed college, and 20% holding postgraduate degrees. Participation is distributed fairly evenly between women and men, and among married, single, and previously married adults.

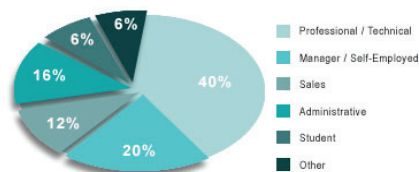
Age profile of Landmark Forum participants



Education profile of Landmark Forum participants



Occupation profile of Landmark Forum participants



Satisfaction Levels

The degree to which The Landmark Forum fully met the expectations of those attending for these reasons:



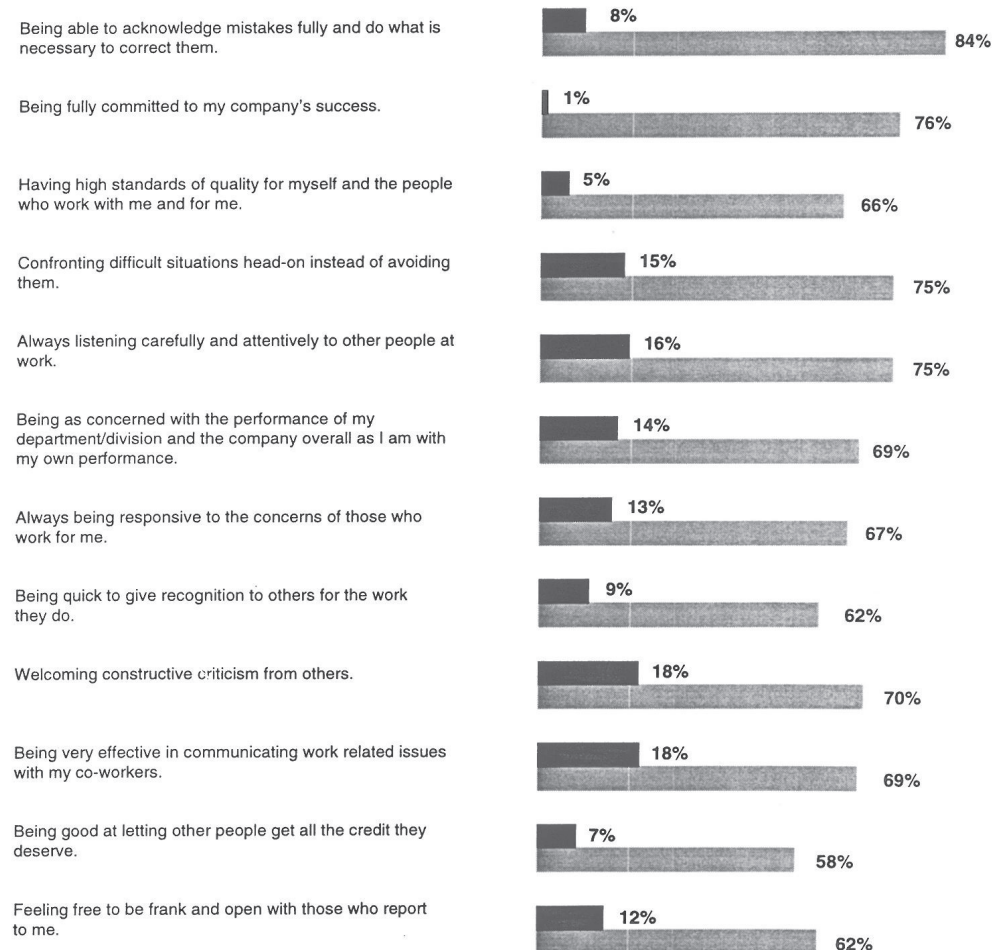
Unexpected Benefits

Nearly every participant in the Yankelovich survey reported receiving some entirely unexpected benefits from The Landmark Forum. These benefits ranged from an ability to control weight to achieving a specific educational or business goal. Unexpected benefits were most frequently noted in nine areas:

1. Greater confidence and self-esteem
2. A new ability to express thoughts and feelings, both publicly and privately
3. Job is more enjoyable and satisfying
4. Better relationships with co-workers
5. More comfortable and at ease with others
6. Less concerned with the approval and opinion of others
7. Better relationship with parents and family members
8. Overcame a fear or anxiety
9. Have more fun in life

AREAS OF GREATEST IMPACT

Before attending the workshop, we asked participants to indicate areas where they felt they needed improvement. Very few people felt they needed a great deal of improvement in many of the 68 areas we questioned. Yet after the workshop, many participants realized that they could improve themselves and their job performance dramatically in ways they hadn't considered before the workshop. The ranking below shows the areas where the workshop had the greatest impact.



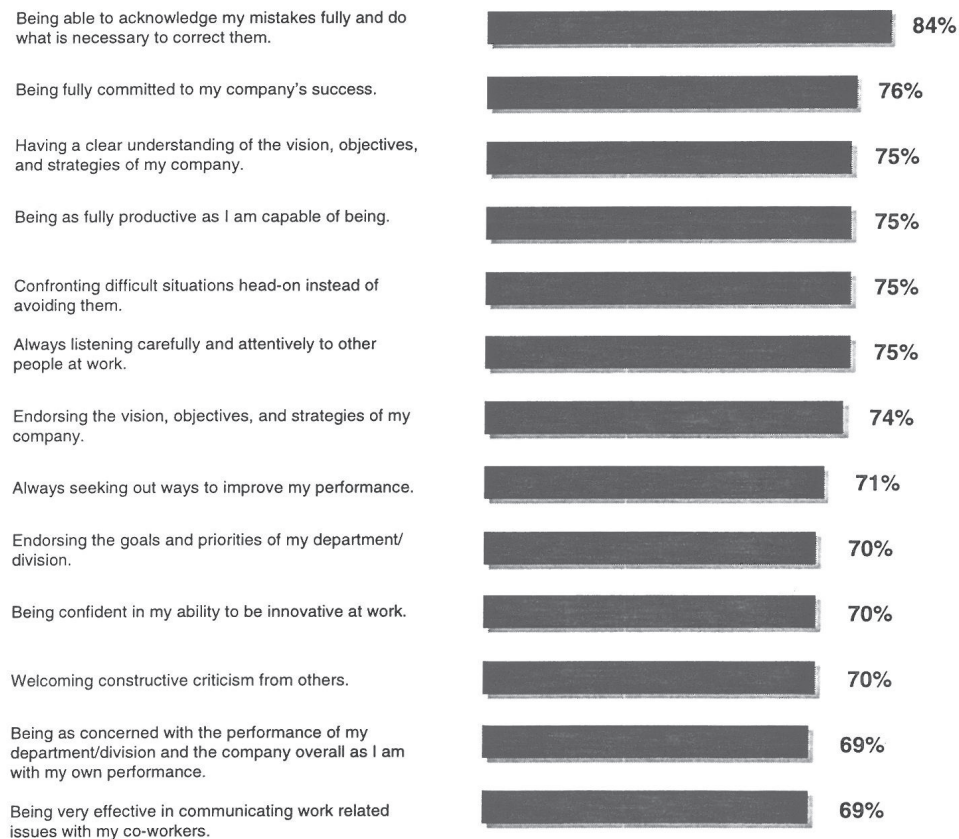
Pre-Workshop results represent the percentage of participants saying, "I feel this is an area that needs a great deal of improvement." These percentages were obtained by combining the top 2 points of a 5-point scale.

Post-Workshop results represent the percentage of participants saying, "The workshop has made a dramatic and positive difference in my intention to take action in this area." These percentages were obtained by combining the top 2 points of a 5-point scale.

TOP BENEFITS RECEIVED

After completing the workshop, we asked participants to assess its impact on 68 specific areas having to do with responsibility, performance, communication, leadership, and job satisfaction. The ranking below reports the top benefits received.

*"The workshop has made a dramatic and positive difference in my intention to take action in this area."**



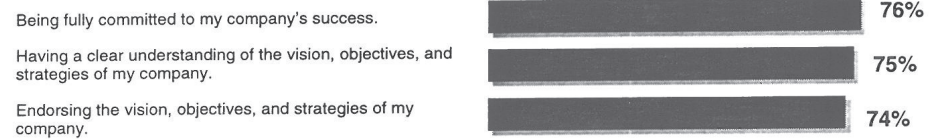
* These percentages were obtained by combining the top 2 points of a 5-point scale, where "1" represents "The workshop has made a dramatic and positive difference in my intention to take action in this area" and "5" represents "The workshop has made no difference in my intention to take action in this area."

TOP BENEFITS RECEIVED — BY CATEGORY

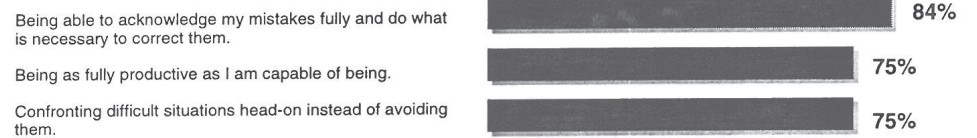
Participants in the workshop reported receiving many benefits. Below is a ranking of the top benefits received in each of the five categories: Responsibility, Performance, Communication, Leadership, and Satisfaction.

*"The workshop has made a dramatic and positive difference in my intention to take action in this area." **

RESPONSIBILITY



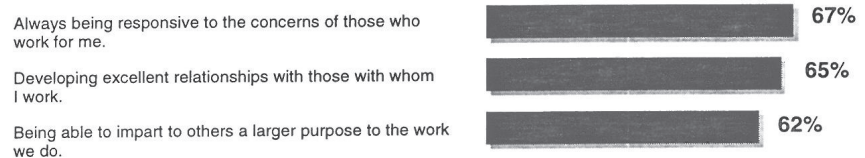
PERFORMANCE



COMMUNICATION



LEADERSHIP



SATISFACTION



* These percentages were obtained by combining the top 2 points of a 5-point scale, where "1" represents "The workshop has made a dramatic and positive difference in my intention to take action in this area" and "5" represents "The workshop has made no difference in my intention to take action in this area."