

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex.
HCO POLICY LETTER OF NOVEMBER 14, 1962

CenOCon
Franchise
Field

RE-ISSUE SERIES (5)
DEVELOPED TRAFFIC -
THE DELIRIUM TREMENS OF CENTRAL ORGS
(Re-Issue of HCO Policy Letter of July 2, 1959)

There is a phenomenon which costs a Central Org two thirds of the effort of its staff members and executives.

Stemming from various causes and cured by Process S2 (from where could you communicate to a victim), it nevertheless deserves notice as itself.

I have been working for 2 years on "Analysis of Organizations by Inspection of Its Comm Lines." It is now a fairly complete little science in itself.

"Developed Traffic" is a statement you will begin to see now. It is condemnatory. The symbol DevT means on a dispatch, "This dispatch exists only because its originator has not handled a situation, problem or an executive order."

It also means, "Responsibility for your post very low." Also it means "You should be handling this without further traffic." It also means, "You are manufacturing new traffic because you aren't handling old traffic." Also it means "For Gawd's Sake!"

Every time traffic is developed somebody has flubbed.

"Developed" Traffic does not mean usual and necessary traffic. It means unusual and unnecessary traffic.

Example: Dept Mat is told "Buy some chairs for the Academy." If this goes properly, the chairs simply get bought, the Dept Mat estimating students, state of exchequer and economical available material and arranging delivery. Dept Mat may have to ask a couple verbal questions of other departments to execute, but this is routine and necessary.

This can be used to DevT in this fashion. Issuing executive of order "Buy some chairs" is asked "How Many?" "What style?" "How much?" "From what firm?" Or somebody else is asked these at length. Dept Mat is now worse than a camouflaged hole. Dept Mat is making the acquisition of chairs costly in terms of consuming dispatch time, other staff members' time, upset and delay. This is DevT.

DevT costs us the services of 66 2/3% of our personnel. Hence, large staff, no effectiveness.

Unwilling personnel always makes DevT out of every situation, problem, order and policy. Take unwilling personnel off the lines and traffic business drops by 2/3rds and effectiveness increases by many times.

"I want a book", gets answered by DevT, gets shunted into other depts., gets mixed up in billing, makes an ARC break in field which develops more traffic. Let an unwilling, irresponsible person on our lines, a real victim, and we get enormously increased business, enormously lowered dissemination.

Look for DevT, Org Secs and HCO Communicators, and shoot it from guns hard before we all get shot.

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