

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 6 FEBRUARY 1966
RE-ISSUED 12 DECEMBER 1974
Remimeo
All Executive
Hats
Franchise

HOW TO INCREASE AND EXPAND
AN ORGANIZATION

UNCLASSED ORG

Get a small staff trained in technology at the nearest org.

Get the legal status of the org sound and regular, the proper corporation qualified with the International Board.

Get some modest quarters in a population dense area.

Distribute books in the area.

Run a PE Course.

Select persons to the nearest org.

Get some Scientology groups formed in roundabout areas.

Get in Org Accounting Policies as soon as operation starts so that it is easy to begin books - the first gap of poor accounting can cause one trouble. (HCO Pol Ltr 23 January 1966 "Accounting Policies of Scientology Companies".)

All selectee commissions go to org. Org on proportionate pay.

Staff works mainly in the evening or week-ends, perhaps only one on duty daytimes.

Use a rudimentary Org Board.

CLASS ZERO ORG

When enough Auditors have been trained in the nearest org or when six persons are on staff:

Send an HCO Area Sec to be trained in the nearest org's HCO.

Institute an Academy that trains up to Class Zero and an HGC that processes up to Class Zero.

Continue all successful phases of the Unclassed Org.

Use an org board based on the six department system of summer 1964.

Highest officers are an HCO Area Sec and an Org Sec. Rest are directors.

Begin to run weekdays as soon as income warrants.

Continue to select anyone to nearest org and also those who are trained to Class Zero and processed to Grade I.

Get in your own Field Staff Member system under the Registrar.

Get in sound CF and letter registration.

Watch financial policies closely as per HCO Policy Letter 23 Jan 66 "Accounting Policies of Scientology Companies".

CLASS I TO III ORG (CITY OFFICE)

Continue to add classes to the Academy and HGC as fast as Auditors and Supervisors are available who are qualified for those classes.

Get some staff people to WW for Prov Cl VI.

Continue to run on the Summer 1964 Six Department System.

Get a 5,000+ CF.

Get a magazine going and being mailed to the whole list in CF.

Get out Info Packets to new mailing lists.

Flood out letters from Letter Registrar.

Continue whatever was successful in the unclassified org and the Class Zero.

Get in an OIC and pay close attention to statistics. Make reports as per 1965 OIC cables.

HCO Area Sec stresses Ethics and Org Rudiments.

CLASS IV ORG (CENTRAL ORG)

When enough trained personnel are available, without dropping any promotion or action successful under an unclassified org or City Office, shift to the seven division org board. This requires ten full time personnel and would ordinarily also have several staff Auditors and Supervisors if the org evolved as per this policy letter. Several St. Hillers would be on staff.

Switch to OIC Cable form.

Specialize in getting in a Qual Division very fully.

Pick up all flubs in training and processing in the area.

Run wholly on statistics.

Get all Secs and Exec Secs checked out on policy letters of 1965 and following and work on holding the form of the org rigidly.

Hitherto the org has run mainly on pre-1965 policy as to HCO etc.

Step up Ethics.

Step up promotion.

Get two or more internes to Saint Hill for Cl VII and get staff fully Power Processed.

Get your Field Staff Member System under Distribution and get it stepped up to high velocity.

Put out mags monthly to whole CF list.

Get Ltr Registration up to a high assembly line action.

Select heavily to WW.

Get several internes to WW.

CLASS V ORG

When key staff have been Power Processed and the seven division system is running well and when Qual and Tech Divisions are functioning smoothly and income is up and quarters for expansion available and you can handle any and all flubs and are ruthlessly running on statistics, with permission from LRH you can begin to Power Process the public. The permission will be granted on the basis that you are fully solvent and doing wonderfully without it - it will never be granted to get you out of a slump for slumps are caused by inattention to statistics, out-ethics and poor Tech and no Qual. Orgs boomed for years without Power Processing.

Get in every promotion action mentioned in policy. Stress those which brought the org forward from unclassified up to IV, don't drop any.

Ruthlessly slice off all credit except for Qual services given to persons already in the org if you haven't done so long ago.

Work to take the load off top executives by furnishing them personal assistance.

Run by Ad Council and Ad Comms. Investigate every slumped statistic.

Get in fully the staff status system.

Continue to select heavily to WW.

Make Power Processing work one for one, using it flawlessly in conjunction with Ethics.

Your rates must now be on a par with WW.

Your gross percentage to WW goes up to 15% due to the additional management now required from WW.

CLASS VI ORG

When your income is very large and your staff is excellently grooved in, your Ethics flawless and Power Processing is very successful in your hands you can obtain permission from LRH to run a Class VI Course, making Grade VI.

Your Ethics should now extend into the surrounding area.

Your quarters should be adequate and credit excellent.

Smooth out and staff up all divisions.

Overcome any local objections to your expansion or Scientology. Work on cowing dissident government authorities who seek to prevent expansion - don't compromise.

Step up public advertising. Advertise mainly success.

CLASS VII ORG

When you are certainly dominating your area and have nothing to fear from governments and your income is very large and staff members adequate in number, you can request from LRH permission to conduct a Class VII Course.

All earlier successful promotions must still be in progress.

All earlier functions must be successful.

Your statistics must be undergoing a steady rise.

Your quarters must be adequate for further expansion.

Your gross income percentage to WW goes to 20%.

You must continue to get your internes for V, VI and VII from WW.

Your Exec Secretaries and Secretaries must have all their correct staff status numbers before this is granted.

Specialize in one for one results, students and pcs.

Run a very taut organization. Tolerate no faintest slip or non-compliance.

Begin a public education programme re economics, social relationships, SPs etc.

Note: The above is a general outline which parallels the expansion of Scientology and its evolution.

If even more closely followed (the general evolution) it might be even more successful but the above is close enough.

Books sold, magazines to the whole list and letters out in floods are the proven heavy points of successful promotion in that order. When an org neglects these it does not expand. So throughout stresses these. In early stages books out is the keynote, then to this one adds a magazine that sells books and then sells services and at about this time must start getting out floods of letters. There are two types of letters - one to the casually interested, one to the hot prospects. One stresses the latter of course but it is a big mistake to forget to write those who have only bought a book. Quantity of letters is more important than quality as has been proven numerous times. Regarding magazines, it is a serious error to cut down one's Central Files or who gets one. London once went broke sending magazines to "actives only". And regarding books, if you don't sell all and any books available you just lose, lose, lose.

Personal contact is a primary source of pcs and students but without books, magazines and letters this bogs down. The FSM programme is the personal contact. But the FSM who doesn't sell books, get the org to mail an info packet to somebody and who doesn't also write letters is also going to flop. Books and personal contact is the optimum combination. An FSM who also runs a group and pushes books and gets them sent info packets or hands them out will be very successful.

These above are the backbone promotions of an org (books, magazines, letters, FSMs). If you do those you will have people.

But you won't have people long if your data is not straight and your Tech service excellent. The tiniest bit of squirrelling crushes an org right out. Not because WW does it but because the public does. Every org that squirrels gets into trouble financially and doesn't expand. By squirrel is meant off-beat technology. Let that in and the public stays away in droves.

Every group or activity that has given out "we don't quite agree with Hubbard but....." is short lived. A few months, a year, two years and they're gone like last year's leaves. There have been dozens, slightly off or wholly defiant, and they have all gone whether we acted or not.

So the primary nots in getting an org to expand is poor tech, squirrel tech, "not quite with Hubbard" and no official regular connection with mainline Scientology. If any of these enter in, the group is doomed by the public. For thousands of years there have been philosophies and mental technologies and none have been accepted until Dianetics and Scientology. Even the work of Freud, seemingly popular, had less psycho-analysts in the world than we had auditors in August 1950!

Part of our technology is organizational. If governments knew what we know about Condition formulas, statistics, SPs and even economics there would be a great era of prosperity in the world. If they had our Ethics there would also be justice. So one of the things to know about expanding an org is that our organizational tech is. Our comm lines, our despatch forms, our many pieces and bits must be gotten in and used or the org just won't expand.

Our organizational pattern makes it possible to administer good Tech to people. And that's the object of it. It also gets people in to administer good Tech to.

And so expansion and prosperity are possible when one:

- (1) Gets people interested
- (2) Organizes to service that interest
- (3) Turns out good results
- (4) Expands.

L. RON HUBBARD

LRH:ml:nt
Copyright © 1966, 1974
by L. Ron Hubbard
ALL RIGHTS RESERVED

This is Reproduced and loaned to you by
The Publications Organization, U. S.