

HUBBARD COMMUNICATIONS OFFICE  
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 4 OCTOBER 1968

Remimeo

(Reissued from Flag Order 1432)

Reissued 10 July 80 including the  
second page which was erroneously  
left off the 4 Oct 68 PL.

ETHICS PRESENCE

The reason an executive can get compliance is because he has Ethics Presence. If you haven't got it, you won't.

When you issue orders you are using power and force.

If you are also right in what you get compliance with and your programmes are clear, correct and beneficial - boy do you win.

But it is not the rightness of a programme that gets compliance. It is Ethics Presence.

Rightness does not get compliance because there are always counter intentions in the way. If you go on the assumption that one and all want things to go right you are going to make a dog's breakfast out of it.

There are only a few with a good forward look and who are relatively unaberrated.

Men will keep the accounts straight only because you can muster bayonets to enforce that they do.

Ethics Presence is an X quality made up partly of symbolism, partly of force, some "now we're supposed to's" and Endurance.

One of the reasons the press now print what we say is that we have endured the biggest shellackings anybody could muster up. We've gained Ethics Presence publicly by it.

Endurance asserts the truth of unkillability. We're still here, can't be unmocked. This drives the SP wild.

Because of the Sea Org we appear to have unlimited reach and in some mysterious way, unlimited resources. The ability to appear and disappear mysteriously is a part of Ethics Presence.

As an Executive you get compliance because you have Ethics Presence and persistence and can get mad.

The way you continue to have Ethics Presence is to be maximally right in your actions, decisions and dictates. Because if you're wrong the other fellow gets wrapped around a pole for complying. And the pain of that starts to outweigh your own Ethics Presence.

So, when you issue orders you are using force and power. You can, however, get in such a frame of mind you cease to use the softer arts as well. Against non-compliance you add ferocity with the aim of continuing your comm line.

Wrath is effective but used in moderation and only in moments of urgency.

Man has been invalidated to such an extent that he starts to do himself in - that's the secret of aberration. He denies himself, then mocks up pictures to do himself in with.

If you continue to invalidate and chop people they will start to do themselves in even harder - so if you continue to use Heavy Ethics on someone you play right into the hands of his bank.

Self invalidation is merely the accumulation of invalidation of oneself by others. The point being, that you better temper the lightning with sunshine occasionally.

If you use Heavy Ethics on wogs they are being invalidated from altitude. You can't build up competent people by invalidating them.

Without in any way softening your approach, you should know that real force is dependent upon ARC, and the major threat is the interruption thereof.

L. RON HUBBARD  
FOUNDER

LRH:bk  
Copyright © 1968, 1980  
by L. Ron Hubbard  
ALL RIGHTS RESERVED