

HUBBARD COMMUNICATIONS OFFICE  
Saint Hill Manor, East Grinstead, Sussex

Remimeo HCO POLICY LETTER OF 11 NOVEMBER 1969  
PES Hat  
OES Hat  
Accounts Hats  
Finance Course  
Chksht  
PRO Course  
Checksheet

Accounts and PRO

It's a PRO world today.

Public Relations Office or Officer is meant by "PRO". It is also slang for "Controlled Good Relations in the Community or Area."

When you "PRO" something you visit, write, handle it so as to enhance and improve your Public Image.

A terrific amount of PRO effect occurs on ACCOUNTS lines.

Bad or inaccurate statements of debt can ruin your PRO with a customer, pc or student.

Unfair accounts decisions can mess up the PRO of a whole area.

Unpaid bills can ruin your PRO in a whole town.

So there is a lot of PRO connected with accounts actions.

Repairing the damages done by not submitting correct accounts to customers or failing to pay commercial bills or rents or utilities is a PRO action and requires sane thought and careful handling so as to restore the org's PRO.

The biggest crime one can commit in this modern society is to be without money. Even in a Supersocialism this is a crime.

For an org not to have and make lots of money is stupid. Given a potentially remunerative activity, only thoroughly lousy service and horribly bad handling of promotion or criminal carelessness in accounts can leave an org without money. Doing standard org actions, giving excellent service and adequate promotion brings in plenty of money. The outnesses which prevent income or waste outgo have to be truly glaring and goofy to leave an org without money.

The way to have NO PRO is to have no money at all.

Lack of money or wild outnesses in handling money can practically destroy an org's PRO.

"Credit" as a quality is a sort of god in Western society. If your "credit is bad" that finishes you to one and all. It is a statement far worse than mere "murderer". It must be since psychiatry murders daily but is well thought of in governments.

So you get the extreme value of "good credit".

Dateline paying and other accounts policies prevent bad credit.

But when it has gone bad, it takes making money and brilliant PRO actions to restore a good credit image. AND IT MUST BE RESTORED.

Money as a total motivation for an action is not high grade motivation. In espionage services the man who works for money only is expected to turn his coat and allegiance and is regarded with contempt.

But money is a basic point of judgement on which higher levels of motivation can be built in a wog world. It is PRO to the commercial world which has no real dedications.

So billing debtors and paying creditors have high PRO value to an org.

All this can become a strange cycle. The org mucks up its area, let us say, by bad or indifferent service, promotion then is unreal so the org PRO with customers collapses. These don't buy service. The org runs out of money. Its bills mount up and its commercial community PRO collapses so it has no public credit. There goes the org.

Accounts is the area hit and will go on being hit until it begins to insist on GOOD SERVICE, the repair of all bad service, good real promotion and finds money to spend on PROMOTION. Then money will come in. Accounts actions must now PRO the commercial field, get that handled with good PRO accompanied by money on dateline payments and sound arrangements.

Further money is spent on more PROMOTION. Former bad service is handled. Credit is reestablished in the area. Any accounts trouble with customers is cleared up. The org is fully there again.

There is no substitute in Accounts PRO for knowing one's finance policy and following it.

Sloppy accounts files, no Financial Planning, no Purchase Order system, ignorance of finance policy as in the Finance Checksheet can lead an org directly into losing its community PRO regardless of service quality or promotion. So just as accounts can be mucked up by lack of money coming from bad service or bad promotion, it also happens that Accounts all by itself can wreck an org's Community PRO.

Therefore it is VITAL to PRO that an org:

1. Has its Accounts personnel have their Accounts Hats on and finance policy being closely followed.
2. That Financial Planning is real and income remains greater than outgo.
3. That adequate funds are available for promotion and that org funds do not get all soaked up by the HCO ES and OES divisions on film cabinets and new roofing paper.
4. That the pcs and students (customers) of the org are handled to generate high PRO on their accounts contacts.
5. That the commercial connections of the org in the community, the org's creditors, are smoothly handled to generate high PRO.
6. That any adverse reactions along accounts lines are instantly handled to restore good PRO. These can include a covert operation to one's creditors by some enemy - which is handled by proving the falsity of the accusation. They can include wrong change, failure to refund, reluctant or inaccurate or failed payment to Field Staff Members. These and any other adverse Accounts action MUST be pushed back to good PRO fast.

Lack of money comes from slow or bad service, and a failure to go flat out to remedy it or from no or poor or unreal promotion. Or no money can stem directly from off-policy or messy handling of accounts and org finances.

In the final analysis its a PRO world and high PRO cannot be affected for an org if there is anything wrong in its accounts lines. Thus PRO is affected strongly by accounts and finance actions.

Our orgs do not go into debt, do not finance themselves by borrowings. Our orgs make their own way. That is why they are still our orgs. And Accounts PRO has a lot to do with it.

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