

HUBBARD COMMUNICATIONS OFFICE  
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 15 DECEMBER 1979

Remimeo  
Distrib Secs  
Dept 17 Personnel  
Survey Hats  
Div VI Personnel  
Missions  
FSMs

SURVEYING FOR DEPARTMENT 17 SERVICES

(References:

HCO PL 11 Dec 79 I DEPARTMENT 17 COURSE CHECKSHEETS  
HCO PL 2 Jun 71 PR Series 10, BREAKTHROUGH - PR  
AND PRODUCTION - TONE SCALE  
SURVEYS  
HCO PL 2 Sep 79 Marketing Series 4, PR Series 36,  
SURVEYS ARE THE KEY TO STATS  
HCO PL 1 Dec 79 Marketing Series 15, PR Series 44,  
SURVEY BUTTONS ARE NOT THE  
MESSAGE  
HCO PL 23 Oct 65 DISSEMINATION DRILL.)  
Reiss. 20.2.79

In order to put together a proper Dept 17 service you must know what the public's needs and wants are.

Your main tool to use to obtain this data is surveying. You will have to survey to get the buttons which will indicate the ruin.

A ruin is the source of an individual's downfall. It will be something or someone that is causing the person to be effect in a certain area of his existence or in general. Whatever is ruining an individual's life is what he will be striving to handle and to be cause over. All he needs to get him on the road to being causative over his ruin is the recognition that the technology of Dianetics and Scientology will enable him to do so.

You will be utilizing the results of these surveys for the names and EPs of the Dept 17 courses that you are going to supply that public with.

WHY SURVEY

YOU CAN NOT GO ON THE ASSUMPTION THAT YOU KNOW WHAT THE PUBLIC NEEDS AND WANTS.

You must get out and find out from the public themselves what their ruins are and what they feel they want to handle. They are the ones who know and they are the ones you find out from. It is very simple.

By surveying for these ruins, you are guaranteed success as you won't be caught short with an unavailability of services for your new and raw public.

Through surveys you will put yourself in the position of "knowing ahead of time" what the public are going to be demanding and having it all ready for them when they come knocking on your door and what you will have is correctly named courses with EPs that will satisfy the public's needs.

WHO TO SURVEY

Raw public, new public, Div VI personnel and FSMs are your main resources. The raw public will tell you what ruins they have and are trying to remedy as it will be sitting there ripe for the picking. The new public in the orgs and missions will be able to tell you because they will be I/P on handling a ruin and the Div VI personnel and FSMs will be able to tell you because they deal in locating people's ruins every day.

WHAT TO SURVEY

What you're looking for is the thing that is ruining a person's life: the thing that if he could get handled, he would want handled; the area of his life that he is effect of instead of cause over; the major complaint he's got about his life; the one dynamic that is pulling down all the rest of his dynamics. You get the idea?

You want to find out what service, if available, will bring an individual into Scientology. It's a matter of locating the correct buttons that will elicit agreement and response. If you have the correct name for a Dept 17 course then the public will be in agreement with the fact that that is a ruin and then they will respond by signing up for the service.

HOW TO SURVEY

The tech of how to survey is covered in the HCO PLs that are referenced at the beginning of this PL.

Some examples of how you would apply this survey tech to finding ruins are:

EXAMPLE #1:  
(raw public)

BE: If you could be anything, what would you want to be?  
DO: If you could do anything, what would you like to do?  
HAVE: If you could have anything, what would you like to have?

- What would have to happen for you to (be, do, have) that?

EXAMPLE #2:  
(raw public)

(If you want to know) What in your life do you really want handled?  
(You would ask) What concern do you have in your life which you'd like to remedy?

EXAMPLE #3:  
(raw public)

(If you want to know) What is ruining your life?  
(You would ask) What in your life really needs change the most?

EXAMPLE #4:  
(new public)

What did you come into Scientology to get handled?

EXAMPLE #5:  
(Div VI personnel and FSMs)

What are the most common ruins that you have encountered in your dealings with raw and new public?

EXAMPLE #6:  
(Div VI personnel and FSMs)

What things get in the way of people's reach for Scientology?

In example #1, you find out that an individual would like to be a successful businessman and what he'd like to do is travel all around the world and he'd like to have a new car and house. Well, it's quite obvious that in order for him to have the money to travel and buy the new car and house, he would have to be a success as a businessman so you ask him "What would have to happen for you to be a successful businessman?" He'd tell you something like "Well, gee, I'd have to know how to succeed in the business world" or "I'd have to be able to handle my finances". From this data you know that if this person knew that he could go into the local Scientology Organization and take "How to Succeed in the Business World" course or the "Financial Handling" course, he would be very easily gotten into the org for such a service.

This will follow for each of the above examples. You get what the ruin is and in getting the ruin it will be evident what the course should be called and what the EP should be.

You will use different survey questions for the different public you are surveying but the results are tabulated in the same way, per standard survey tech and you will have your buttons.

You must remember that the public is not trained in self-examination or introspection and when surveying and using the surveys you also have to use your judgement on what's really bothering them as, if they really knew it, it might blow. For example your answers to #6 above may well be phrased as "no money" but will seldom be phrased as "an inability to make money" or "feeling all people who have money are really criminals" or simple saying that as a cover-up for the real reason. This is true of any questions, answers and surveys therefore the eval of them and their use require a knowledge of the mind which you have and the public doesn't.

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To sum it up, you're looking for the button that can be used as the name of a course which will get the public's agreement and then his agreement that he is willing to inflow comm on the subject, which is the course data. Once you put the person through the course data then the reality will be there and you've achieved your purpose of Dept 17, as this reality will be the recognition that Scientology and Dianetics work.

Get out and survey for these Dept 17 services and don't discontinue these surveys. It's not a finite action because the society is continuously changing and although the basic bank of each individual remains the same and the Grade Chart is what will bring about a cleared planet, the immediate ruins of individuals will change as the times change and you have to continue to keep informed of these ruins. The Dept 17 services must continue to expand to meet all public needs and wants.

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