

EXECUTIVE DIRECTIVE

LRH ED 339R INT

CANCELS LRH ED 339 INT

13 March 1982

Revised

30 July 1982

(Revisions not
in Script)

TO: ALL STAFF,
WDC,
IMO,
FOLOs,
ORGS—SO & CL IV,
ALL CONTINENTS,
INCL EU
(Not BPI)

FROM: RON

SUBJECT: REVISION OF THE BIRTHDAY GAME 1982/83

(Note: Because of staff insistence, it is no longer legal for other people than myself to write LRH EDs. The line can be abused and so, as the birthday game LRH ED you have was written by others, the boards of directors have requested that I write one personally to supplant it. I am, as you know, not now an officer or director of these corporations, but, as a favor, consented to do so. After all, you are my friends and I am very interested in your prosperity and well being. So here it is.)

HISTORY

Birthday games began long ago when someone said, "What would you like from management for your next birthday?" Now, you've all heard such questions. The normal answer is "A tie," or maybe, "A chocolate cake." Well, I surprised them. I said, "5X the stats!" And, although, if I recall, it was already December, it went out as an LRH ED. And what do you know, the result was one of the biggest booms to that date! Stats soared so high, the graph paper went up the wall, across the ceiling and down the other side! Fact. A lot of your execs recall those graphs.

But it had a drawback. The birthday came. And the stats CRASHED! Management put out a snowstorm of telexes, trying to find out what happened. The answer they got was that the birthday game was over: with it ended a personnel freeze. Staff wandered off to other posts, the zing had vanished from the lines.

Management worked like mad to get the stats up and then had a bright idea. "Hey, what about putting out another birthday game?" And so a tradition was born.

Orgs and continents go into competition with one another. There are quarterly winners, there are full game winners and there are awards and prizes and people, understandably, are very proud of them. And I have always been very happy with the resulting stats for it means Scn is expanding and we are that much closer to a cleared planet. And I am always very pleased with the gift.

EXTENT OF ORGS

The size and scope of Scientology today dwarfs the earlier networks and orgs. Success breeds growth and Scientology orgs are a success story that would make (and makes) other organizations and businesses very envious. Scientology orgs are well on their way to controlling their environment—a matter of hard statistics, not propaganda. The opposition has had about as much effect as a slingshot against a space ship.

And, why not? For the first time in the history of this universe, a group has the technology to restore the abilities of basic life. Heretofore, all others could do was incapacitate it. Avalanches of success stories attest to that, it is not propaganda or advertising: it is a solid fact. (Don't try to tell a tech trained man it isn't true: he'd spit at you.) It would indeed be remarkable if that group did NOT succeed!

Further, the group has another, additional technology: very advanced policy gleaned from experience that goes back so far it predates these galaxies like they happened a minute ago. And, why not? The technology developed for basic life would, of course, lead into organizational discoveries and developments. (And the proof of that is only on-policy orgs boom.)

So of course the org network expands and will—barring some cataclysm—continue to expand.

The only question is: how fast?

Speed of expansion is the problem of management. And it IS a problem. Let me give you some facts: this planet, politically, is an anarchy of nations. These nations are armed with (of ALL things on a small planet) atomic weapons. This is catastrophe in the making in any whole track history book. To compound this, economic and social problems exist far beyond the norm for such a civilization and these edge a political scene toward war.

And it isn't just atomic war: these same social and economic factors, with their attendant rising stats of brutal crime and ideological pressure, could bring about police states—as they are doing—in which no application of workable tech would be permitted and this whole civilization (as it has done before) could sink into a new dark ages that would swamp any forward motion toward freedom. And there are other factors which make speed imperative. We do NOT have any infinity of time to do the job.

The future could make the past on this planet look like a holiday!

But now another thing: if it's this bad, one can say, "Why don't I simply race—dynamic one—to get clear and OT and get off?" Well, there are two answers to that. The first is that you wouldn't make it on your own—it takes an org and staff to administer the tech and if there were no orgs and staff, it would be a VERY tough haul. And you don't want your planet and friends on your conscience. And you find me still around, don't you?

So management has a real problem: expanding FAST enough to clear the planet. THIS is their basic concern with stats; this is why they tear their hair when your stats downtrend. No way! Wrong direction!

So what, really, is a birthday game all about?

You are giving me—and yourselves—another giant step on the road to a cleared planet.

And some day—how many birthdays later?—you'll give me—and yourselves and all your friends—a CLEARED PLANET!

And I'll go off with you to Target TWO and we'll clear another one!

And some day—way, way up the track—we'll have this universe back in native state and impervious to the faults and traps of yesteryear.

But that's tomorrow and many tomorrows. Right now the subject before us is THIS planet, YOUR continent, YOUR city, YOUR org. YOU.

INGREDIENTS OF EXPANSION

What does it take to make an org run?

1. ESTABLISHMENT. This also includes legal and defense, not just more hatted staff. This is Div 7 and HCO. And staff correction and enhancement in Qual.
2. BOOKS, CASSETTES. This is Div 2 and many other outlets including mail order.
3. MARKETING. This is Div 7, Div 2, anything that gets books, cassettes, services and products known to and in public and Scn field hands.
4. AN ACTIVE FIELD. This is Div 6, field auditors, missions, WISE, and any other activity outside the org including the furthest reaches of possible publics.
5. AN INFLUX OF PUBLIC. This is Div 6 in all its divisions and activities.
6. GROSS INCOME. Without money and an exchange with the society, you cannot operate at all. This includes the reges in Div 2, Div 6. It includes a continual keep up and work of Central Files and Addresso. It includes the Treasury Div—Div 3. And it is overseen by the FBO NW.
7. SERVICES. This means any and all services the org offers, major and minor. Without good and meaningful services to exchange, an org cannot long exist. Training and Processing have similar importance: you and the world need auditors who are trained. A processed person cannot go all the way without being trained.
8. QUALITY. Services anywhere in an org or field have to be kept up to high quality; otherwise you lose ground. And the quality of executive and staff member performance must be enhanced for expansion to occur. This is Div 5.
9. CALL IN. People must be called in for services fully or partially paid for, must be scheduled, recovered when fallen off lines and put into the pc chair or course rooms. This, in orgs, is the tech services department.
10. FILMS. For both training and public, films, properly used, can play a vital role. This is a visual communications age.

11. COORDINATION. An org or management body with all its different functions, with all its executives with different spheres of interest, as per the recent HCO PL 1 Jul 82 MANAGEMENT COORDINATION, must be smoothly coordinated. If not they impede one another. Coordination comes from the CO or ED and the Executive and Advisory Councils and in Divisional and staff meetings.

The above actions are VITAL FUNCTIONS of an org. (Actually they are vital functions in any service organization if it is to persist.)

At this moment there is a SENIOR EXEC STRATA COMMITTEE at Flag and it has an executive in charge of each one of those functions.

You have a seven division org board (actually nine as the public div is triple). These are the separate areas of specialized actions that it takes to run any organization. There is no conflict between these divisional and departmental specialities and the 11 functions listed above. The 11 necessities straddle across the divisions for more than one division is usually concerned with each one but in a different form of the activity. The activities of the Academies, HGCs, Div 6 public training and processing, Qual, the Public E/O and even the chaplain offer SERVICES but you certainly could not put all those in one division. So, as to SERVICES, one takes an overall view of the org board and at each point where public services is delivered, one has to make sure that SERVICE occurs.

It is similar with all the rest of those 11 points listed above. The Divisions DO them. The points above are what the overall org, via divisions, have to DO. It is one thing—and a vital one—to have divisions. It is another thing to ask, "What do they accomplish?" Well, the combined efforts of the divisions ACCOMPLISH the above 11 vital points.

And if they accomplish them well, the odds go out the roof that you'll have a cleared planet.

So all this has a lot to do with this birthday game.

THE GAME

This birthday game is 5.4X your 13 March 82 stats by 13 March 1983.

It is accomplished by quota'ing each quarter so that the org stats increase 2X the first quarter, 3X the second quarter, 4X in the third quarter and reach 5.4X in the final quarter.

As you are already on this game, all gains so far are credited.

The points system already in use and well liked is continued. This is covered in full in SOED 1926R INT PLAYING THE 1982/83 BIRTHDAY GAME!.

You can say, Aha, the game is not changed at all except Ron is writing the LRH ED.

True, true.

Yet not a complete statement.

For Ron is giving you some tips himself, personally, from that record of himself running orgs up to the moon with stats, SO THAT YOU CAN WIN THIS GAME!

Aha, some tips!

Yessir, some tips straight from the top jockey, to heck with what the horse said!

THE BIRTHDAY PROGRAM

1. THINK BIG. Where you thought of 1 student, 1 pc before, where you thought of 1 book, THINK OF 100! Go BIG THINK! A thetan only gets what he postulates, so postulate BIG!
2. THINK IN FUTURES. Stats record what you did yesterday and in the past. They were that way, if they were bad, because nobody thought of the FUTURE; and if they were good, it was because somebody thought of the future and made the stats respond. You CAN control stats and determine them, but only if you take today's stats and stretch them into the FUTURE and do the things you have to do in order to have SOARING future stats. They don't occur because of luck. Future stats are made by doing the things that will make them rise in the FUTURE. That future can be an hour away, tomorrow, next Thursday or the end of this quarter or 13 March 1983! That applies to every post, every section and every department, every division and the org AND the immediate FIELD! So right now, take every org stat you have and draw it forward through the end of each quarter to 5.4X what it was on 13 March 1982 to what it will be—or what it must be to win this game—on 13 March 1983. Aha! Now we know where we are going and can PLAN in every part of the org to reach those quotas. The Ad Council should do these, the EC should check it over. But very importantly, the Ad Council should put, with each stat, a PLAN and exactly how they are going to increase this stat, giving numerical values (how many reg interviews, bodies in the shop and all the rest of it) for each week of the future. With the EC's approval, these quotas can be mini-programmed and the targets actually DONE. And lo and behold, you'll make your 5.4X. Oh, it will take a lot of hustle to do it and, of course, pgms will be debugged and revised and added to. But the point is, in doing this target of the birthday program (which I am sure management will put out in an SO ED to accompany this to help you get it done), you will have begun to do Target One above: thinking big.

Now the next targets I am going to give you here may come as a surprise to you for it will seem to you that they violate or conflict with the nine division org bd. But the two fit together like a glove.

You have on post right now in management some riches I have been beating the drum to attain for three years. And here they are: you've got them! Yum, yum!

EACH ONE OF THE 11 POINTS I GAVE YOU ABOVE IS NOW COVERED BY AN INTERNATIONAL EXPERT ON THAT SUBJECT!

They are called the SENIOR EXECUTIVE STRATA and are in fact the specialist staff of ED INT.

There are some stellar stars on that list, many of whose names you know and trust.

They do not supplant the normal international management command lines of the international management organization at Flag to FOLOS and orgs.

They are there to help EACH POINT OF THE ECHELON FROM FLAG ON DOWN! They are there to PERSONALLY help every CO and EC and Division head, every staff member across the whole planet with solutions and programs for EACH of those 11 points. Yay!

I am sure they will personally make themselves known to you. But do not wait for that. Just put "Snr Exec for" ahead of any of those 11 points and despatch and telex away! If you even think you need help on any one of those points covered in the 11, you can have it. They are your consultants. They KNOW their business. They can tell you what is booming stats elsewhere on each of those subjects. They are impartial and won't favor your rival org. They are hounds for green on white policy and red on white tech so you can trust their answers won't be squirrel. They're all evaluators and can spot a why a mile off—or eight thousand in some of your areas.

They are AT YOUR SERVICE!

3. EXPANSION. It is upon expansion that victory depends. But how much expansion is EXPANSION? Well, to give you a hint, you all know how big and busy Saint Hill was in the mid-60's. Well, I ran it up from six staff to that in very short order indeed. It was the last org I ran directly as its ED. The bulk of policy in the OEC volumes is concerned with how and why sh became SAINT HILL! And later policy has only built on that and refined it to fit all. It was not magic: it was just know-how and EVERY staff member knowing and wearing his hat and doing his job. SPECTACULAR! Ask anybody who was there! (Oh, yes, you say, but SH had the new tech of the CLEARING Course. It was CLEARING people in droves. Haha, the laugh's on you: you've got EASIER CLEARING tech right this minute in a CLASS IV ORG!) So, be quiet and listen and no groans: I expect you, yes you, right down to Keokuk, to put an org there as statistically great as the mid-60's Saint Hill! It's not even an unreasonable request. The FSO, when I was coaching it, was much bigger than SH. So I have to conclude that you can at least make it up to Saint Hill Org size. So look around you as you read this: do you see anything as big as booming SH in the 60's? No? Well, the policy in your OEC volumes gives you the map. So follow them and MAKE THE SURROUNDS YOU JUST LOOKED AT AS ORG-BIG AS SH!

You've got big bonuses SH did not have: even easier tech, and the ADVICE AND DIRECTION OF THE SENIOR EXEC STRATA. Riches! And here is how you can use them:

4. Take a layout of a nine division org board for your org. Oh yes, you have one or can get one (if you haven't got one or not a complete one, that's a why right there for any struggles or failures to expand).

5. With EC and Ad Council, go over the 11 points above, like this: Take each one of those points in turn and mark its number on EVERY point on the nine division org board that is concerned with it. Don't leave out a single one of the 11 points and don't leave out ANY point of the org board which directly concerns that point. I leave it up to you to get all of the subjects in the list of 11 above to every point on the org board to which it applies. This is quite a game in itself and it's going to open your eyes. You're going to see your org is wasting pcs and students and public and GI like crazy! Every one of those points not covered in the org you have one way or another is keeping you SHRUNK! And you DON'T want that. So, oh, my! we haven't got an org, we've got a SIEVE! For these are the points losing you the birthday game like pumping, severed arteries. Including staff pay!

6. Now compare what you did in Target 2 above and change your futures programs for your stats as needed TO INCLUDE BEEFING UP THOSE POINTS!

See, I told you I would give you some top jockey tips. It'll pop your eyes when you do it.

But my oh my, you will say. Expansion takes a lot of bright ideas and everything. Well, those you don't furnish yourself, YOU CAN GET ADVICE ON ANY ONE OF THOSE POINTS ON YOUR ORG BOARD FROM THE SNR EXEC STRATA MEMBER RESPONSIBLE FOR THE SUBJECT. And I'll bet, right this minute, he's got programs he can zip to you that will send its stats out through the sky.

7. Get each one of the org points you spotted wearing its hats and doing its job and I guarantee it, your horse will come lickety split down the track to the big horseshoe wreath, the silver cup, the flashing lights of TV crews and the grinning, cheering, kissing girls! And they'll put your racing silks in the museum proudly labeled, "THE ORG THAT WON!"

Wait a minute, Ron. We appreciate those points and we sure want to win and we'll do it. But you got us worried. We're living on a time bomb. Confidentially don't you think I personally—this is just between us—should spend most of my time—personally I mean—getting to be Clear and OT? You see, if I'm on org staff, I can't get to an SH or AO or Flag and well, er,.....

I'm certainly glad you brought that up! Here we are, staffs all working like mad to clear everyone else, but what about the guys doing the job? In the first place, if you have a booming org and HATTED, WORKING STAFF, you'll soon have enough staff to have plenty of staff enhancement off hours and no need to moonlight. And every deserving staff member can make it up to Clear and Solo Part 1 if the org is really staffed and running.

Well...er...yes, Ron. But what about Solo Part 2 and OT? That's what it will take for us to really give you a hand on Target TWO.

Thought you'd caught me out, didn't you? Well, lean closer as I don't want even the horse to know this, but there is a plan in the wind that will get staff members up to the top of the Grade Chart right there in your own org.

WHAT? YOU MEAN I COULD MAKE OT RIGHT HERE IN MY OWN ORG?

Ssh, ssh, ssh! Don't yell so loud.

Oh, gee, I'm sorry. But the idea is so exciting, I couldn't keep from yelling. WHAT IS THE PLAN?

Quiet, quiet. This is not for public. It applies only to org staffs. Do you remember when the staff of every org in the world could get Power there for staff only?

Yes.

Good. But today, every org in the world is making clears, right?

Yes. Please, Ron, go on, this suspense is going to make me explode!

Be calm, be calm. If they are making clears, that ranks them with the old Saint Hill, doesn't it?

Well, yes. But that was a BIG ORG, Ron!

I know, I know. But with every staff member wearing his hat and doing his job, there is no reason whatever that your org could not be as big and busy as old Saint Hill at its peak!

Well, y-e-s-s. I suppose if we marketed and delivered and everything, it could be.

All right, this is the deal: I can use my influence to form up a Universe Corps.

A UNIVERSE CORPS?

Ssh, ssh. This is confidential. People are looking. Lean closer. The Universe Corps would consist of personnel—auditors and so on—who would go to an org and deliver Part 2 Solo and right on up the chart to OT for org staffs only. This is not for public. It's like the old Power Auditors who went around. It's staffs only.

HOLY SMOKE, RON. SEND THEM AROUND!

Hold it, hold it. Not so fast. This is the deal: if you and your staff made your org as big and busy as old Saint Hill and it was stably so—not just one peak—the Universe Corps could come in, set up business in your Qual Staff Section and start pushing the staff right on up to OT!

WOW!

Yes, it's wow! But a lot of this depends on you! Your staff would have to wear their hats and your org couldn't just become a staff clinic. They'd have to do their jobs as well as get their auditing. And it would be up to the org to have most of its staff clear before the Universe Corps would have anything to do. Your stats would have to be way up, the org as big as old Saint Hill at its prime. But if it were, then management could be prevailed upon to send in the Universe Corps and there you'd go—right up to OT!

WOW! WOW! WOW! I LOVE IT!

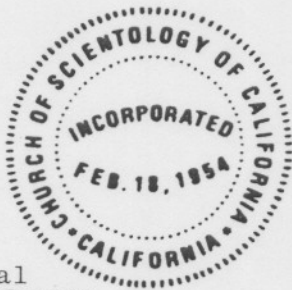
I thought you'd like it. That's where these Birthday Games are headed.

Gee, Ron, you just made target one of this program yourself. You got us THINKING BIG!

Well, good, thanks, three cheers and gosh! You're acked. Now get on with the REST of the targets with a vim! You'll have to excuse me now. I'm going up in the grandstand and watch this race. I sure hope that you win!

Much Love,

RON



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