

EXECUTIVE DIRECTIVE

LRH ED 339R-1 INT

10 October 1982

TO: ALL STAFF
(Staff Only Not BPI)

FROM: RON

REFERENCES: LRH ED 339R REVISION OF THE BIRTHDAY GAME 1982/83
HCOPL 3 DEC 71 EXECUTIVE SERIES 4 EXCHANGE
HCOPL 20 AUG 82 ORGANIZATIONAL BASICS
HCOPL 10 SEPT 82 FINANCE SERIES 36 EXCHANGE,
ORG INCOME AND STAFF PAY

SUBJECT: THE MAKE-BREAK POINT OF AN ORG

I suppose you may have wondered why the exact figure of 5.4X was chosen for the Birthday Game? Why not 4 or 6?

Well, the origin of that figure was a calculation of average of stats. And it vitally concerns the make-break point of an org.

What is a MAKE-BREAK POINT?

This is the point, in terms of Gross Divisional Statistics, below which an org STRUGGLES. It does not have money for vital things like equipment or even postage. Staff pay is low. The org is selling more than it is delivering and backlogging its advance payments. It does not have money to broadly promote. In short, it is STRUGGLING to keep going.

ABOVE the make-break point, there's lots of money for things. Staff pay is good, tech staff is adequate not only to catch up backlogs but to keep up the present sales. There is a good HCO to keep ethics in and the staff can afford a Qual not just for the public but for staff enhancement.

There are many examples of this in orgs. One time Boston Org was below the make-break point. It only had a few staff. It could not do much by way of dissemination. Everyone was working hard but the org was getting nowhere. Then a Sea Org command team went in as its execs. They hired more staff, promoted, actually regged properly, booted interference off the lines, began to deliver like a whirlwind and voila! -- the org soared up above the make-break point! The staff, despite increased numbers was far better paid than they ever had been before. Booksales soared. The org grew so prosperous it had money to burn and was still sending more to Flag than many SO orgs!

They shot, in just a few weeks, from well below the make-break point to well above it!

And how did they do this? It's all in the OEC volumes PLUS the Product-Org Officer tapes. They simply hired more staff, got them on post, put the full form of the org there in an instant hatting blitz, demanded and got real production from every post. They didn't even use gimmicks! They drove the public in with the usual. They delivered good tech like mad.

Boston soared.

It got above the make-break point rapidly and after that it was all roaring lines and clover.

So how about this 5.4X?

NO org in the world today, including SO orgs or even the FSO is above the make-break point. WHY? Because inflation raced ahead while the orgs stood still. The make-break point rose. In some cases, notably a few Class IV orgs, being below the make-break point now, they began to fall apart. It became harder and harder for the org to buy the things it needed. The delivery backlogged further and further. Staff numbers grew less. Staff pay began to fall more and more. Disestablishment became more pronounced. They were harder to run and harder to work in. In a few cases, not knowing what was wrong, they began to seek advice from wrong sources and look for crazy shortcuts and gimmicks.

But the real why was that they had fallen below the current make-break point in each one of their Gross Divisional Statistics. AND then began to have a hard time of it.

So where does this 5.4X come from? It is the multiple of the GDSes to get every org in the world back up just above their make-break point in relation to the current economic scene.

That is why the comparison was made to old Saint Hill. It was above the make-break point of its day, WOW!

And it is very interesting that it went from SIX staff to over 250 in just a few weeks! They were not all Scientologists -- they were "wogs". But they went onto a real org board, post by post. They were instant hatted -- oh, my god! They were product-officered to get the products of their hats. The back door was open through Qual for those who could not pull their freight while the front door kept recruiting.

The functions of the org listed in LRH ED 339R went in, in roughly the same order as they are given in that LRH ED and the volume of those functions was increased over and over by going through that same sequence over and over, increasing each function in turn. There was an allocation board for hiring and each applicant who came in was slotted into that board and put on the next needed post. And as a note this is FAR easier to do today, with worldwide unemployment at a near highest ever, than it was to do then.

These "wogs", through hatting and production on post and good cramming, very rapidly became Scientologists! And of their own volition! Existing field auditors were quick to join the winning team and rapid, hard, in-tech training of new ones quickly had the org up to its ears in competent Tech and Qual. staff.

The major pluspoint was PURPOSE. We wanted a big, booming org and we got one. Anything that did not contribute to that was cast aside and everything that did was pushed in fast. On every post there were no other fish to fry.

And there was another point -- it is a different idea: The consideration that it takes a long time to build something is not true. That itself is an aberration, an effort to discourage destruction by pretending creation takes a long time. It took only a few weeks to build the old Saint Hill org. That they did the same thing a few years later in Boston shows that it is not just I who can do it.

The difference between not doing it and doing it is simply having the purpose of doing it and then doing it!

There is refined tech, there are many more things to sell today, more ways to promote them, more books, more cassettes, films, a better org board, all the OEC volumes and even reference indexes to them. These did not exist then.

Every org, in every city or its area, can draw on countless numbers of raw public as well as a greatly enlarged Scientology public.

Today's org has riches neither old Saint Hill or Boston ever had -- and would have drooled over!

So let us put it this way: Are you and your org going to continue to struggle and flounder OR are you going to flourish and prosper?

The answer depends completely on whether individual execs and staff get their org above the make-break point or not.

That make-break point is roughly calculated at 5.4X EACH Gross Divisional Statistic and this means roughly 5.4X each Departmental stat.

Standard admin and standard tech will get any org there. One simply gets the vital slots of the org board filled and each post doing its own hat and the lines in and flowing and there it goes -- EXPANSION right up to and past the make-break point.

One cannot clear a planet with struggling orgs, too enmeshed in their own woes to look outward. One cannot bring about OT staffs with orgs who can't even establish HCO's and Quals. An org is a coordinated team and terminals with lines working together to achieve a common purpose.

And the purpose right now, the purpose of LRH ED 339R, is to get each org in the world expanded up to and beyond the make-break point.

At this moment of writing, the applied conditions formula -- save only where an affluence of a stat exists which then takes the Affluence Formula -- is EMERGENCY. And that formula is precise.

Oh yes, all the factors that can shrink an org are problems: outside interests that prey upon the org and seek to rip it off, a very widely out-ethics planet, economics being run by idiots in governments, people who interfere and tell you lies. Poof! All these factors were present in the days of old Saint Hill and Boston but it wasn't until those orgs themselves went out-ethics that they shrunk. Only then could outside influences affect them and prevent their own prosperity. Only this can prevent continued expansion.

There is at this time brand new corporate structure in International Management. Hard, experienced hands now newly have the helm. Some who were saying Management was poor were -- surprise! -- themselves the managers they criticized. They are no longer on post in such positions of power. The new team in both Management and Tech are old hands, smart and tough. A new day is dawning. They are stringing out their lines and YOUR ORG is at the other end of those lines. So have no fear that you will not get support.

From my observation now, there is no obstacle of any kind that stands in the way of any org's expansion if it will itself get its ethics in, follow the Emergency Formula and Affluence when it applies, use standard admin and standard tech and work together with the purpose to EXPAND!

It has everything to do with you as a staff member, a Scientologist AND an inhabitant of this planet. This is no rah-rah or pep talk. It is bitterly cold hard fact. Expand and make it into the future up the track. Don't expand and you won't. It is as simple as that.

LRH ED 339R has the purpose of expanding EVERY org on this planet above and beyond the size of old Saint Hill.

Below that you struggle; above that you win.

I'm not asking for a birthday present. It would be very nice and I would love it. I'm really asking you to save your own future life. That would be the biggest present of all.

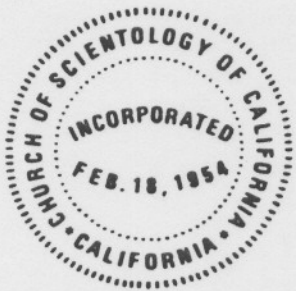
The International org structure of Scientology is the only structure which has persevered without faltering for three decades. All others have ebbed and vanished in time and cannot be depended upon in the future to get the job done. Field auditors, centers and even missions are totally dependent upon the orgs keeping going, remaining strong, expanding, being prosperous and flourishing. It is the orgs who straighten out the admin, the tech, who handle broad promotion, who majorly service the field. And anyone who infers otherwise has other fish to fry. It is the org staffs who are the professionals. It is the individual org and the International org structure that the field and, yes, the planet, depend upon. Any quick buck rip-off artist or activity will not be there when push comes to shove and neither will those who played footsies with them or ethics standards. The org structure is not only there now but will be in the future and so will be its loyal staffs.

That structure today is in good hands that mean business and is surging ahead full speed.

Although I am not managing you today, please hear me.

5.4X and expand your org!

Quick!



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