

An Analysis of The Landmark Forum and Its Benefits

A Yankelovich Study

Summary

Internationally recognized social scientist Daniel Yankelovich surveyed more than 1300 people who completed The Landmark Forum during a three-month period. Prior to their Landmark Forum, people were asked what they expected to achieve in the course; after The Landmark Forum, they were asked about the benefits they actually received.

The study explored four areas: the value of The Landmark Forum, the profile of participants, satisfaction levels after The Landmark Forum, and unexpected benefits that were experienced. A few of the findings include:

- More than 90% of participants report practical and enduring value for their life -well worth the time and cost.
- More than 90% of participants report a better understanding of relationships and their role in them.
- Nearly every participant received unexpected benefits - ranging from the ability to control weight to achieving personal and professional goals.

"Several of the study's findings surprised me quite a bit, especially the large number of participants for whom The Landmark Forum proved to be 'one of the most valued experiences of my life.' This is not a sentiment that people, particularly successful, well-educated people, express lightly. I can understand why people recommend The Landmark Forum to their associates, friends, and relatives."

Daniel Yankelovich
Public Opinion Analyst

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Daniel Yankelovich, a noted social scientist and public opinion analyst, as well as a leading researcher of values and future trends who has been conducting these kinds of studies for more than 30 years, did an analysis of the survey.

The following charts indicate the value reported from The Landmark Forum, the benefits most often cited as a result of their participation, and their level of satisfaction.

Value of The Landmark Forum

Participants were asked the degree of value they felt The Landmark Forum had in the areas listed below. The possible responses were: Excellent, Good, Fair, and Poor.



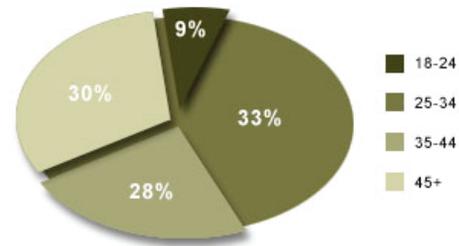
Daniel Yankelovich is a leading interpreter of trends shaping American society and the global economy. He is the author of 10 books and founder of, Public Agenda, Viewpoint Learning, and other organizations. His pioneering work has earned him numerous awards in the field of public opinion research.

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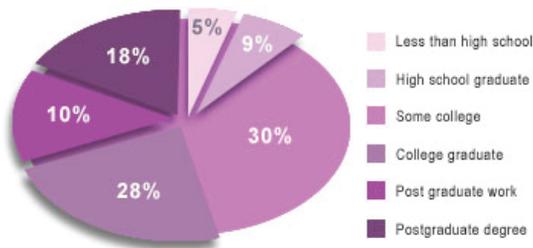
Profile of Participants

These charts indicate the distribution of participants by age, educational level, and occupation. The greatest number of participants are in their mid-twenties to mid-forties. On the whole, they are very well educated, with 87% indicating some college work, well over half having completed college, and 20% holding postgraduate degrees. Participation is distributed fairly evenly between women and men, and among married, single, and previously married adults.

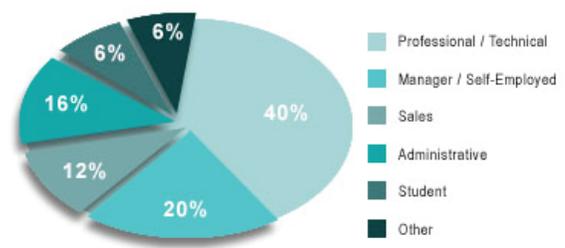
Age profile of Landmark Forum participants



Education profile of Landmark Forum participants

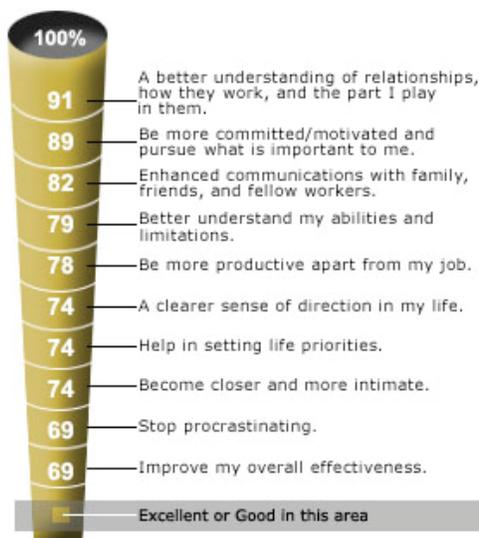


Occupation profile of Landmark Forum participants



Satisfaction Levels

The degree to which The Landmark Forum fully met the expectations of those attending for these reasons:



Unexpected Benefits

Nearly every participant in the Yankelovich survey reported receiving some entirely unexpected benefits from The Landmark Forum. These benefits ranged from an ability to control weight to achieving a specific educational or business goal. Unexpected benefits were most frequently noted in nine areas:

1. Greater confidence and self-esteem
2. A new ability to express thoughts and feelings, both publicly and privately
3. Job is more enjoyable and satisfying
4. Better relationships with co-workers
5. More comfortable and at ease with others
6. Less concerned with the approval and opinion of others
7. Better relationship with parents and family members
8. Overcame a fear or anxiety
9. Have more fun in life