

The Graduates Survey 2012

Know Your Difference

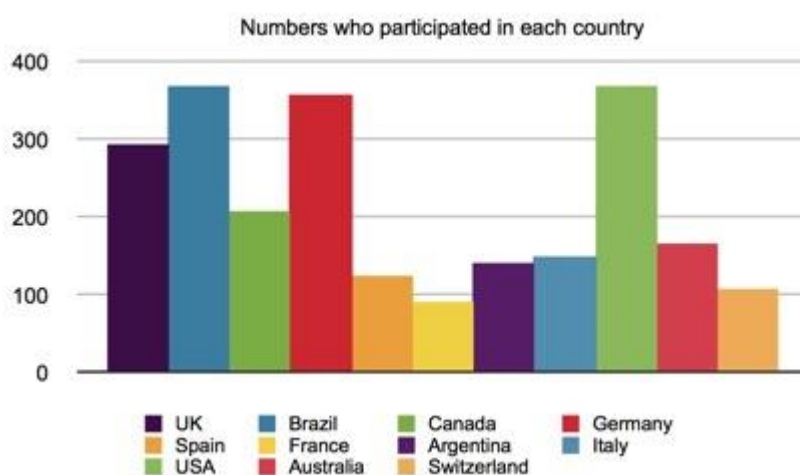
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Objectives:

- Find out the key messages that resonate most with graduates (greatest pain that brought them and greatest benefit they received) and use this to create a consistent way to describe the process throughout the world.
- Create alignment throughout the world (find out if grads are saying different things in different countries).
- Grad feedback - what can we do better?

Overview:

- + 2,479 responses in total
- + Majority of respondents were female (65/35 split) between the ages of 40-49
- + Majority of respondents had done the process between 2007 and 2011 (last 5 years)
- + The majority had done therapy and personal development and found it effective.



Most compelling reasons for doing the Process:

- 85% of people who did the Process wanted to learn more about themselves
- 85% felt stuck and wanted to sort out what was holding them back
- 80% Felt something missing in their life

78% Wanted to enjoy life more
77% Wanted to learn how to get rid of baggage
75% Wanted to love and feel love more deeply
72% Wanted to excel to their full potential

Greatest benefits from the Process:

97% of people who did the Hoffman Process said they were better equipped to deal with life's difficulties
90% of people who did the Hoffman Process found a greater level of self awareness
89% of people who did the Hoffman Process found increased compassion for parents
81% of people who did the Hoffman Process gained improved self esteem
80% of people who did the Hoffman Process found greater enjoyment of life after the process
78% of people who did the Hoffman Process found they had better relationships with family members
76% of people who did the Hoffman Process found that they were able to love and feel love more deeply

How people talk about the process:

Life changing - came up a lot
It will change the way you look at your life
The best thing I've ever done
I feel better and at peace with myself
This is something that everyone should do
Great opportunity for self knowledge
If we feel good, so will the people around us
8 days that changed my life
Powerful transformation

When you think of Hoffman what comes to mind?

Transformation
Self knowledge
Freedom
Peace and joy
Self forgiveness
Self discovery
An essential tool for personal development 2 years of therapy in 1 week
The base for my new life plan
It changed my story for the better
I'm in charge of my life now
Personal discovery

Helped me be the parent I want to be

I can't thank the Process enough for the change it has made in my life

The greatest experience of my life

Majority refer to the process as "a personal development course"

A self knowledge course

Self discovery course

Find out how much of a winner you are

Fast track to self awareness

A personal transformation course

A life changing personal development course

Did the process meet or exceed your expectations? 93% said yes

Was the process good value for the money? 87% said yes