



PRODUCT ORIENTATION

By L. Ron Hubbard

One of the primary duties of a product officer* is to look around and find some production to do.

On an executive post, the formula one operates on is 50 percent production and 50 percent organize. When the organize is superlative and is very well done (while remaining only 50 percent of the time spent by the executive), it eventually gets up to 75 percent production and 25 percent organize. This is approximately the ideal scene.*

OVER-ORGANIZE

Organization is a vital activity. However, when the amount of organize time starts outweighing the production time, it is an indicator of other outnesses.* The purpose for organizing in the first place is so that *production* can occur. In an area of organize-organize-organize, one will always find crashing Mis-Understoods*, false data, overts* and withholds.* In other words, these are the things which turn people into fiddle-fiddle* organize.

Organize time should not exceed 50 percent of a person's post time. Correction and drilling fall under the category of organize, and the 50-50 rule applies here as well. The solution to a flubbing staff member is not to put them onto full-time drilling or correction. The person should do their correction actions for half a day and be put on the job in some capacity the other half of the day so that he stays accustomed to the scene. Otherwise, the person is liable to get stiff and have trouble getting back onto post when they do finish their correction. Study, and even correction, is actually an award. What about the guys that are doing all the work? Wouldn't they like to have a full day of correction too?

KEEPING PRODUCTION ROLLING

It is the responsibility of the executive to keep their staff busy producing.

Many people don't like to be executives because they always have to be ransacking* around making sure staff are producing, and finding things for them to do. But personnel are actually put at risk when they aren't kept in production. A big company which suddenly

dismisses a lot of personnel simply has shiftless executives who have not found things for the personnel to do.

Even if major production in a particular area is temporarily stopped for some reason, other related (or different) products and subproducts can be found for the staff to do which can be done with existing resources.

As an example of this, suppose one had a movie production company whose camera was out for repair. Though they wouldn't actually be able to put anything on film, there would still be cycles* which could be done in the meantime. They could be rounding up props, rehearsing actors, and making sure all the other actions which will be needed to complete that film are done.

It is not a slight matter to overlook things like this because somewhere up the track, in the midst of heavy rush production, suddenly one of these overlooked cycles will pop into view and stall the whole line while it is done on an emergency basis.

SUMMARY

The trick of the product officer is to find blank periods and things to put in them. If one gets conditioned to thinking this way, it becomes a very easy job. Otherwise, it's all panic.

Product orientation is very important, as in the long run, it protects the worker and it gets the show on the road. One can't totally produce or totally organize at any given time. It takes an average between production and organize to keep things going. But the whole point is to keep things going, and keep products rolling out.



product officer: The product officer controls and operates the organization and its staff to get production. Production is represented by gross divisional statistics and valuable final products of the organization.

ideal scene: An *ideal scene* expresses what a scene or area ought to be. If one has not envisioned an ideal scene with which to compare the existing scene, he will not be able to recognize departure from it.

outnesses: A condition or instance of something being wrong, incorrect or missing.

Crashing Mis-Understoods: A Crashing Mis-Understood is a Mis-Understood that crashes a subject and crashes a person. It is straight on the subject-line that is giving trouble and is totally blocking the person's comprehension of the subject. This is not to be confused with other Mis-Understoods. These would include grammatical Mis-Understoods, Mis-understoods on disrelated subjects or Mis-Understoods on simple words. A Crashing Mis-Understood is quite different. It is directly on the subject and it totally blocks the person's understanding of the subject and stops any cycles of action or products on that line.

overt(s): 1. An intentionally committed harmful act committed in an effort to resolve a problem. 2. That thing which you do which you aren't willing to have happen to you.

Withhold(s): Any withhold comes after an overt act. Thus, an overt act is something done; a withhold is an overt act withheld from another or others.

fiddle-fiddle: A variant on the idiom "fiddling around," which means to spend time doing things that have no real purpose or product.

Ransacking: to thoroughly search in a forceful way or in a way that may generate disorder.

Cycles (Short for Cycle(s) of Action): The sequence that an action goes through, wherein the action is started, is continued for as long as is required and then is completed as planned.