

# Landmark Company Overview

Landmark is an international personal and professional growth, training and development company—a global educational enterprise committed to the fundamental principle that people have the possibility of success, fulfillment and greatness.

It offers The Landmark Forum, seminars, and courses that are innovative, effective and immediately relevant. The ideas, insights and distinctions on which Landmark's technology is based and the results it has produced make Landmark a leader and innovator in its field.

As featured in top media including *The New York Times*, *The Wall Street Journal*, *TIME* magazine, *The London Observer* and *The Sydney Morning Herald*, Landmark is recognized as a global brand name. Headquartered in San Francisco, Landmark offers programs in more than 125 cities via 53 major offices worldwide. In addition, Vanto Group, a wholly owned subsidiary, offers corporate consulting internationally. Millions of people on six continents have participated in The Landmark Forum, Landmark seminars, and Landmark courses.

Landmark is a for-profit company 100% owned by approximately 628 employees through an Employee Stock Ownership Plan (ESOP) and similar international plans. The organization's executive team reports to a Board of Directors that is elected annually by the ESOP.

Landmark and its subsidiaries hold memberships in the following professional associations and organizations:

- American Society for Training and Development,
- International Society for Performance Improvement,
- American Management Association, and
- Academy of Management.

Landmark is acknowledged as having the best leaders in the business. Each year, more than 193,000 people participate in its courses worldwide.

# Landmark Basic Facts

<b>Landmark</b>	Landmark, widely recognized as the industry leader for personal training and development, delivers programs and training that make a significant difference in those aspects of people’s lives that they care about most.
<b>Founded</b>	February 1991
<b>Employees</b>	More than 600 worldwide
<b>Ownership</b>	Landmark is an employee-owned company. The election of board members is held annually.
<b>Financial Information</b>	In 2017, Landmark’s revenue reached over \$95 million. The company is organized and operated to invest its surpluses into making its programs, initiatives, and services more widely available.
<b>Faculty</b>	Over 700 extensively trained leaders worldwide
<b>Participants</b>	More than 2.4 million from around the world
<b>Locations</b>	More than 125, including cities in the United States, Australia, India, Israel, Japan, South Africa, the United Kingdom, and other locations
<b>Associations</b>	Landmark and its subsidiaries hold memberships in the following professional associations and organizations: <ul style="list-style-type: none"><li>• American Society for Training and Development</li><li>• International Society for Performance Improvement</li><li>• American Management Association</li><li>• Academy of Management</li></ul>
<b>Headquarters</b>	Landmark 353 Sacramento St., Ste. 200 San Francisco, CA 94111 1-415-981-8850

## Quotes & Testimonials

*“Landmark is an amazing organization for successful people. This organization, like no other organization I know, really can make a difference in peoples’ lives and in the lives of companies. They deliver what they say they can deliver and are totally dedicated to that.”*

**- Michael C. Jensen, Professor Emeritus, Harvard Business School**

*“Landmark’s programs provide access to those key components of performance that allow companies to grow. This has increased sales on the average of 25% a year for 10 straight years.”*

**- Chip Wilson, Founder of lululemon athletica**

*“Winning a gold medal at the Olympics was extraordinary, and when I did The Landmark Forum I realized I could have that same level of accomplishment, fulfillment, and joy in every part of my life.”*

**- Natalie Cook, Gold Medalist and 5-time Olympian**

*“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, Noted Social Scientist and Public Opinion Analyst**

*“As a person whose life is about global issues, I can’t think of a more effective training program. One of the most valuable results I got was the ability to deal with intractable global problems without getting discouraged. As a result of participating in Landmark, individuals gain the tools to go out into the world and make things happen.”*

**- Dr. Charlie McNeil, Ph.D., Senior Policy Advisor, United Nations Development Programme, Environment and Energy Group**

*“I have yet to see anything else that has such positive impact on people’s ability to relate, communicate and perform as Landmark. Running a business is a complex matter and at the heart of any business is people.”*

**- Paul B. Fireman, former Chairman & CEO, Reebok International, LTD**

*“The programs and courses offered at Landmark are extraordinary. No matter what you do for a living, whether you’re a scientist, a physician, whether you’re considering buying a home, or you’re raising a family, this education provides a profound and lasting impact on your life.”*

**- Bert Petersen, Jr. M.D., FACS, Dr. Bert Petersen, Jr., Assistant Professor of Surgery, Beth Israel Medical Center, Albert Einstein School of Medicine**

# Studies

MarketData Enterprises, Inc., in their 2017 report on the self-improvement industry, stated that Landmark is recognized for having “one of the best faculty bodies in the business.”

The Talent Foundation, a global, nonprofit research organization, did an independent study of Landmark. The Foundation, based in London, provides practical and innovative answers for the development of talent in businesses and organizations and conducts independent research studies for academic institutions around the world. The study examined a quality called “readiness to learn” found to be critical to an individual's overall success. The Foundation investigated this quality’s effect on employee motivation and performance.

The Talent Foundation studied training programs with a reputation for impacting productivity, effectiveness and attitudes toward work. The study looked at their impact on productivity in the workplace, especially in the ability of employees to grow and learn. The Talent Foundation Study included participants in The Landmark Forum and a control group of similar people who had had no such training. The study’s findings include:

- “Within two years of participating in The Landmark Forum, individuals showed significantly higher levels of motivation, self-esteem and confidence in relation to their learning” – factors considered key to the continuous adaptation and flexibility of the work force.
- More than two-thirds of Landmark Forum participants saw training as beneficial both to themselves and their employers, while less than half of the control group shared this view.
- 88% of Landmark Forum participants generally perceived learning to be fun vs. 64% of the control group.
- 62% of Landmark Forum participants felt they had a higher level of self awareness compared to 43% of the control group.
- Approximately 66% of the participants in The Landmark Forum felt they could make “a unique and valuable contribution at work,” compared to 33% of the control group.
- Landmark graduates were four times more confident that they make a difference at work.

Harris Interactive<sup>®</sup>, one of the largest and most respected market research companies in the world, conducted two studies on behalf of Landmark:

The Harris Study on the impact of The Landmark Forum on people's attitude towards money and on their incomes found that 7 out of 10 Landmark Forum participants said they now worry less about money, and 6 out of 10 said they are more effective in managing their money. The study also found that participants in The Landmark Forum increased their incomes by 25% or more. For perspective, the average national income growth for the people in the survey was less than 2% per year in middle-income households. The study found that 36% of participants reported their income increased 25% or more within three years of completing The Landmark Forum.

Some of what the participants said to account for their dramatic increases in income:

- "I was more focused, less distracted and more self-motivated."
- "I realized my time was worth more, and I was better educated than what I was doing."
- "I felt confident enough to request more."
- "Clear communication helped in getting this raise and bonus."
- "I considered myself more valuable and asked for more money."

#### Harris Study of Health Professionals and Educators

Harris Interactive<sup>®</sup> conducted an independent survey on behalf of Landmark of health professionals and educators (including doctors, psychiatrists, psychologists, nurses, teachers and academicians) who have taken Landmark programs. The results show that 94% agree that Landmark's programs are professionally conducted and provide great value. To date, more than 40,000 health professionals and educators have participated in Landmark's programs.

## Educational Methodology

The ideas and distinctions on which Landmark's methodology is based are drawn from a rich tradition of thinking and research that spans a number of disciplines such as philosophy, anthropology, linguistics and cognitive science. Landmark continues to evolve and develop its unique educational methodology. Similar to riding a bicycle, in Landmark's programs individuals learn by direct personal discovery. A moment occurs when a new ability is theirs. They become confident in what they've learned, and the new ability is theirs forever.

The Landmark method is more like coaching than teaching; more like conversation than lecture. While conventional education methods focus on content (adding facts, rules or skills to our knowledge), the Landmark method deals with context—the framework(s) in which content can exist.

# Programs

## New To Landmark

Special Introductions to The Landmark Forum

The Landmark Forum

- The Landmark Forum for Young People
- The Landmark Forum for Teens

For Graduates of The Landmark Forum

Advanced Course

Communication Course: Access to Power

Advanced Communication Course: Access to Power

Advanced Communication Course: Power to Create

The Team, Management, and Leadership Program

Self-Expression and Leadership Program

Seminars

- Being Extraordinary: The Art and Practice of Living from Possibility
- Beyond Fitness: A Breakthrough in Well-Being
- Breakthroughs: Living Outside the Box
- Causing the Miraculous: A New Realm of Possibility
- Commitment: The Pathway to Adventure
- Creativity: Life by Design
- Creating Happiness: The Sheer Joy of Being Alive
- Excellence: In the Zone
- Integrity: The Bottom Line
- An Invented Life: My Life, My Design
- The Landmark Forum In Action
- Living Passionately: The Art and Mastery of Playing the Game of Life
- Living Powerfully: A Life That Defies the Predictable
- Money: From Concern to Freedom
- Producing Breakthrough Results – Parts I & II
- Relationships - The Basics of Love, Romance, and Partnership
- Sex and Intimacy - From Predicament to Possibility
- Success: The Power of Context

Wisdom Programs

- Wisdom Program Wisdom Unlimited
- Partnership Explorations Course
- Wisdom Conference for Global Transformation
- Wisdom Vacation Courses
- Breakaway Adventure Weeks

Coaching

- The Family Coaching Session
- Landmark Personal Coaching

Leadership and Assisting Program