



Landmark Education Company Overview

Landmark Education is a global educational enterprise committed to the fundamental principle that all people have the potential for success, fulfillment and greatness. Recognized as one of the top leadership and development training program providers in the world by HR.com/James MacNeil in 2002, Landmark Education offers programs that are innovative, effective and immediately relevant.

Landmark Education's work is the product of extensive research and development in individual and organizational effectiveness and communication. The ideas, insights and distinctions on which Landmark Education's technology is based and the exceptional results people produce from participating in its programs have made the company a leader and innovator in training and development.

Landmark Education uses its leading-edge educational methodology to enable people to produce extraordinary results in the areas of their lives that are most important to them, including career, relationships and productivity.

Approximately 1.3 million people around the world have participated in Landmark Education's flagship course, The Landmark Forum, solely on the basis of personal recommendations from others. In addition, Vanto Group, a wholly owned subsidiary, offers corporate consulting internationally.

Time magazine noted that Landmark Education is quickly "becoming a global brand name." Headquartered in San Francisco, Landmark Education now offers programs in more than 120 cities in over 19 countries worldwide.

Landmark Education's curriculum has evolved significantly since its beginning in 1991. The company is currently undertaking a comprehensive redesign of its programs. This ongoing commitment to improvement keeps Landmark Education's programs at the leading edge of the personal and professional development field.

Landmark Education's leadership team includes many of today's top thought leaders in communications, corporate/management training and human development. For example, Steve Zaffron, a Landmark Education executive and senior program Leader, coauthored *The Three Laws of Performance: Rewriting the Future of Your Organization and Your Life* (Jossey-Bass, February 2009) with Dave Logan, professor and former Associate Dean of the Marshall School of Business at the University of Southern California. Since its publication, the book has made numerous bestseller lists including those of Business Week, The Wall Street Journal, and USA Today, and also was the No. 1 bestselling book and most gifted book on Amazon.com.

Landmark Education 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
- Academy of Management

Landmark Education is a privately owned company with stock held by its Employee Stock Ownership Plan. In 2010, as the company began its 20th year, the corporation's revenues reached approximately \$75 million. Landmark Education is organized to invest its surpluses into the future development of its programs and initiatives. For more information about Landmark Education, visit www.landmarkeducation.com, or for its business consulting division Vanto Group, please visit www.vantogroup.com.

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Landmark Education

Basic Facts

Founded: January 1991

Employees: More than 475 worldwide

Ownership: Landmark Education is a privately owned company with stock held by its Employee Stock Ownership Plan.

Financial Information: In 2010, the corporation's revenues reached approximately \$75 million. The company is organized and operated to invest its surpluses into making its programs, initiatives, and services more widely available.

Faculty: More than 780 extensively trained leaders worldwide

Continuing Education Units: Since its inception in 1991, Landmark Education has been an authorized provider of continuing education units (CEUs) under the auspices of the International Association for Continuing Education and Training (IACET). IACET, a non-profit association dedicated to quality continuing education and training programs, certifies education providers worldwide that meet strict continuing education criteria. Landmark Education is also a member of the American Society for Training and Development.

Scholarships for Public Service: Landmark provides scholarships to The Landmark Forum for police officers, fire fighters, and clergy in most countries in the world.

Community Projects: Since 1991, more than 100,000 community projects have been created out of one of Landmark's other core programs, the Self-Expression and Leadership Program. All these projects were designed by participants to make a difference in communities and institutions around the world.



Quotes & Testimonials

What People Say:

Landmark is an amazing organization for successful people. This organization, like no other organization I know, really can make a difference in people's 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

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 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 psychiatrist, it's very apparent that Landmark Education is offering a very extraordinary level of training and is committed to producing breakthrough results.

- Dr. Vijay Nair, Psychiatrist & Epidemiologist

As a person whose life is about global issues, I can't think of a more effective training program available to people in the world than The Landmark Forum. One of the greatest values for myself is the ability to deal with intractable global problems without getting discouraged and fully resigned. Individuals, as a result of participating in The Landmark Forum, discover a commitment and then go out into the world and make it happen.

- Dr. Charlie McNeil, Team Manager, Environmental Programme
United Nations Development Programme

The programs and courses offered at Landmark Education 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.

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

Studies

MarketData Industries, in their 2010 report on the self-improvement industry, stated that “Landmark Education 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 Education. 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 improving 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 workforce.
- 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 percent of Landmark Forum participants generally perceived learning to be fun vs. 64 percent of the control group.
- 62 percent of Landmark Forum participants felt they had a higher level of self awareness compared to 43 percent of the control group.
- Approximately 66 percent of the participants in The Landmark Forum felt they could make “a unique and valuable contribution at work,” compared to 33 percent of the control group.
- Landmark graduates were four times more confident that they make a difference at work.

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

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 income by 25 percent or more. For perspective, the average national income growth for the people in the survey was less than 2 percent per year in middle-income households. The study found that 36 percent of participants reported their income increased 25 percent or more within a year of completing The Landmark Forum, while 61 percent reported an increase in income of 25 percent or more within three years of completing The Landmark Forum.



Some of what 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.

The Harris Study of Health Professionals and Educators

Harris Interactive® 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 showed that 94 percent agreed 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.

Education Methodology

Landmark Education's technology is drawn from a rich tradition of thinking and research that spans a number of disciplines, including philosophy, anthropology, linguistics and cognitive science. Landmark Education continues to evolve and develop its unique educational methodology. Similar to riding a bicycle, in Landmark Education'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 Education 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 Education method deals with context – the framework(s) in which content can exist.

Programs

- The Landmark Forum
- The Landmark Forum for Young People
- The Landmark Forum for Teens
- Special Introductions to The Landmark Forum
- Advanced Courses
- Seminar Program
- The Landmark Forum In Action
- Breakthroughs: Living Outside the Box
- Commitment: The Pathway to Adventure
- Living Passionately: The Art and Mastery of Playing the Game of Life
- Integrity: The Bottom Line
- The Relationships Seminar: The Basics of Love, Romance, and Partnership
- Excellence: In the Zone
- Creativity: Life by Design
- Being Extraordinary: The Art and Practice of Living from Possibility
- Producing Breakthrough Results – Part I: Effectiveness
- Producing Breakthrough Results – Part II: Velocity
- Sex and Intimacy: From Predicament to Possibility
- Money: From Concern to Freedom
- Beyond Fitness: A Breakthrough in Well-Being
- Causing the Miraculous: A New Realm of Possibility
- Communication Curriculum
- Access to Power
- The Power to Create
- Self-Expression and Leadership Program
- Wisdom Courses
- Wisdom Unlimited
- Partnership Explorations Course
- Power and Contribution Course
- Vacation Courses
- The Family Coaching Seminar
- Leadership and Assisting Program