



Graham Keen Psychology 2018 Delegate Survey

Impact sustains for up to 17 years
93% report improvement in all 5 skill clusters

In December 2017 & January 2018 we conducted our fourth survey of everybody who has attended our courses since June 2000. Respondents rated their current improvement in 20 qualities proven by independent research to increase personal wellbeing and workplace performance.

Respondents scored the impact they are currently experiencing as a result of attending up to seventeen years previously. Significant current improvements were:

77% of people in people skills

80% in positivity & resilience

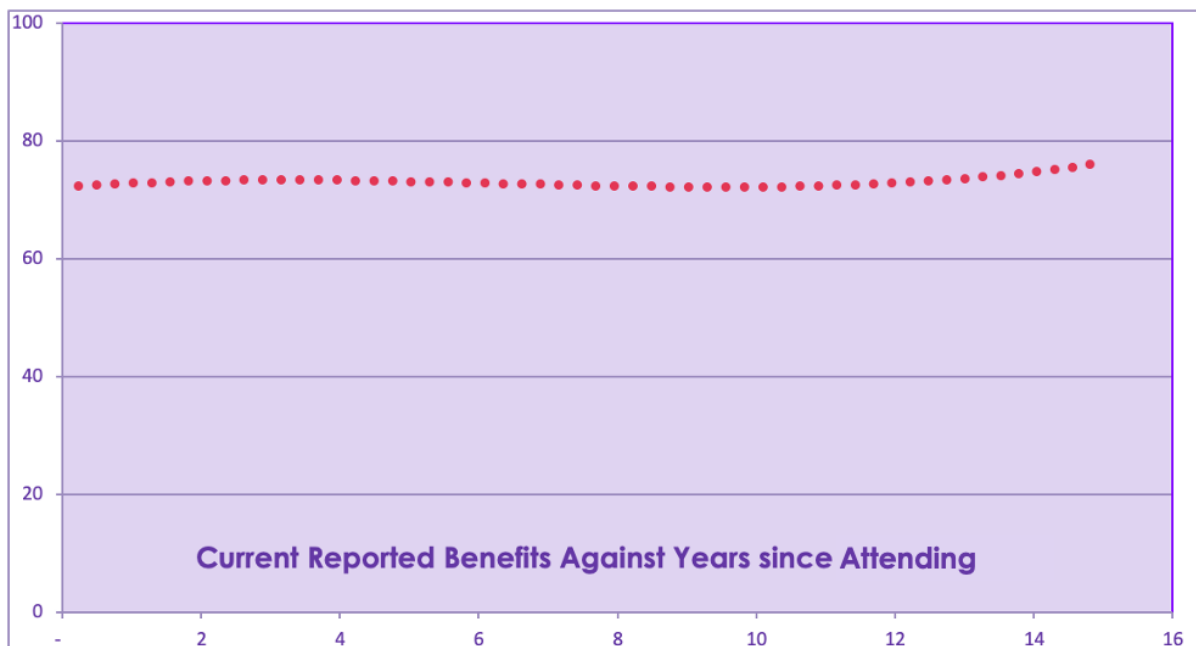
71% in wellbeing

76% in self-esteem

74% in drive & energy

Sustainability of Impact

Attendees' reported results show our impact sustains over time, apparently indefinitely.





Skill Clusters and Qualities Surveyed

People Skills:

Communicating effectively
 Teamwork & collaboration
 Motivating & Influencing others
 Awareness of others' needs / drives
 Leading & inspiring others

Attitude & resilience:

Positivity & optimism
 Managing negative emotions
 Handling stress better

Wellbeing:

Happiness
 Fulfilment at work
 Balancing home and work

Self-esteem:

Confidence
 Self-belief
 Appropriate assertiveness
 Initiative & proactivity
 Taking ownership of wider issues

Drive & energy:

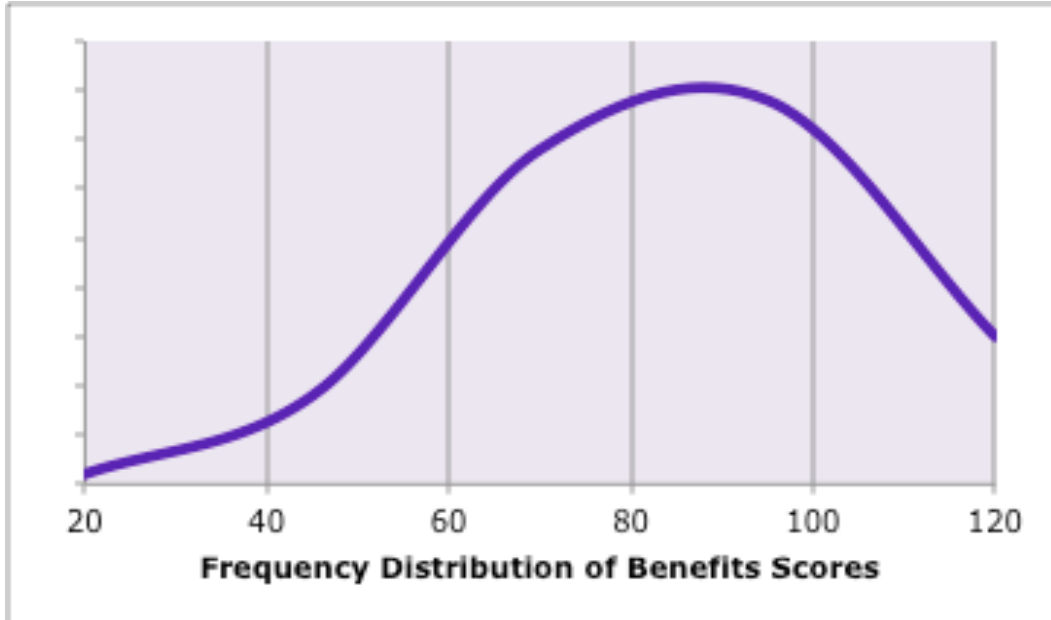
Activity levels
 Motivation
 Achieving work goals & targets
 Persistence & determination

Headline Results

Average number of qualities per person improved (max 20)	
some	16.5
significant	11.1
substantial	5.3
transformational	1.2
% of people reporting improvement in	
20% or less of all areas	6%
80% or more of all areas	73%
100% of all areas	50%
% reporting impact on achieving goals	
some	94%
significant	74%
substantial	38%
transformational	16%



Frequency Distribution of Reported Improvements

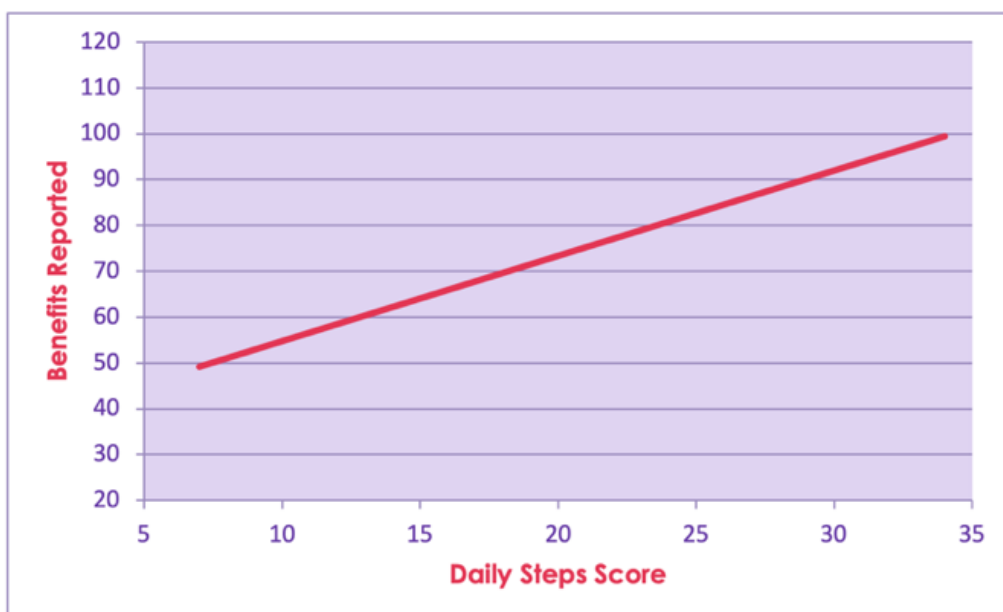


80, 100 & 120 are significant, substantial and life-changing respectively.

Benefits of New Impetus Daily Steps

The more effort our respondents put into our Daily Steps the greater the benefits scores they reported. This ongoing adherence to the Daily Steps is the reason for our sustainable impact.

Statistical analysis proves their utilisation predicts the benefits with a highly significant correlation coefficient of 77%.





Detailed Results

Respondents scored their current improvement using a six-point scale:

- 1 - Never a concern
- 2 - No change
- 3 - Some improvement
- 4 - Significant improvement
- 5 - Substantial improvement
- 6 - Life-changing improvement

Respondents' scores were as follows (showing percentage of respondents reporting current improvements in each category):

	some	significant	substantial	life-changing
Happiness	92%	54%	25%	7%
Fulfilment at work	91%	52%	26%	5%
Confidence	89%	59%	27%	6%
Handling stress better	89%	63%	32%	7%
Positivity &/or optimism	91%	72%	39%	13%
Motivation	87%	63%	35%	7%
Communicating effectively	89%	55%	25%	2%
Initiative &/or proactivity	91%	58%	27%	5%
Activity &/or energy levels	81%	57%	29%	8%
Teamwork &/or collaboration	90%	61%	20%	2%
Self-belief &/or self-esteem	85%	61%	36%	12%
Influencing others	86%	59%	29%	6%
Balancing home and work	84%	53%	28%	12%
Managing negative emotions	90%	61%	38%	9%
Empathy	87%	54%	29%	6%
Appropriate assertiveness	82%	54%	20%	1%
Resonating with others	85%	59%	20%	2%
Workplace performance generally	88%	60%	25%	3%
Persistence &/or determination	84%	58%	27%	6%
Leading others	85%	58%	20%	4%