



Long-Term Impact Study

Few change consultancies measure and publish the long-term impact of their work. We have done so repeatedly since 2000.

This is our fourth survey of everyone who's attended our courses since June 2000.

Respondents rated their improvement across 20 qualities known to boost workplace performance.

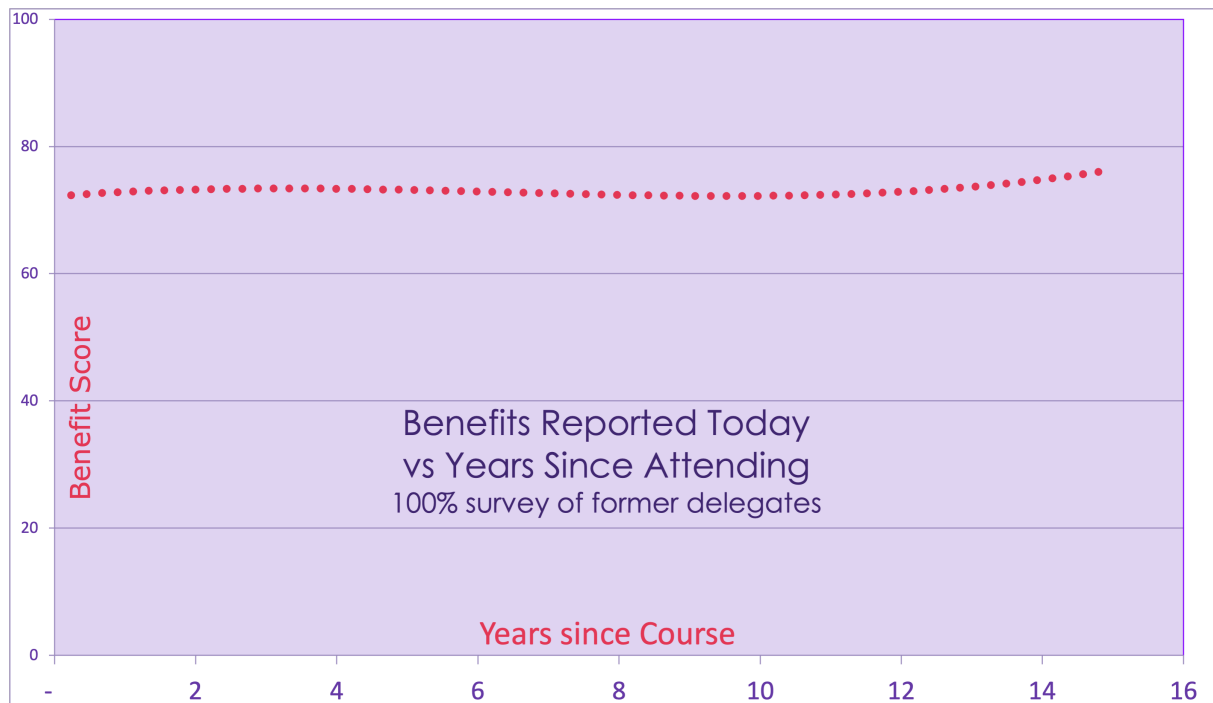
They assessed the impact still felt today, from 1-year up to 17-years post-programme.

These are the percentages of significant sustained improvement:

- **77% in people skills**
- **80% in positivity & resilience**
- **76% in self-esteem**
- **74% in drive & energy**
- **71% in wellbeing**

Sustainability of Impact

My impact appears to sustain indefinitely - because people keep using the techniques:





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:

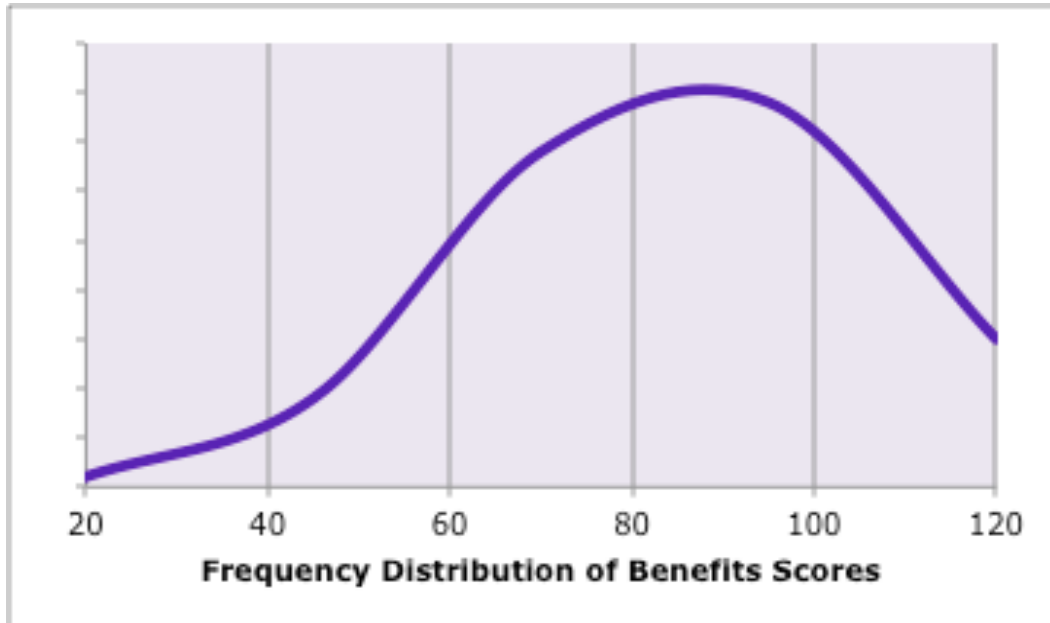
Activity levels
Motivation
Achieving work goals & targets
Persistence & determination

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

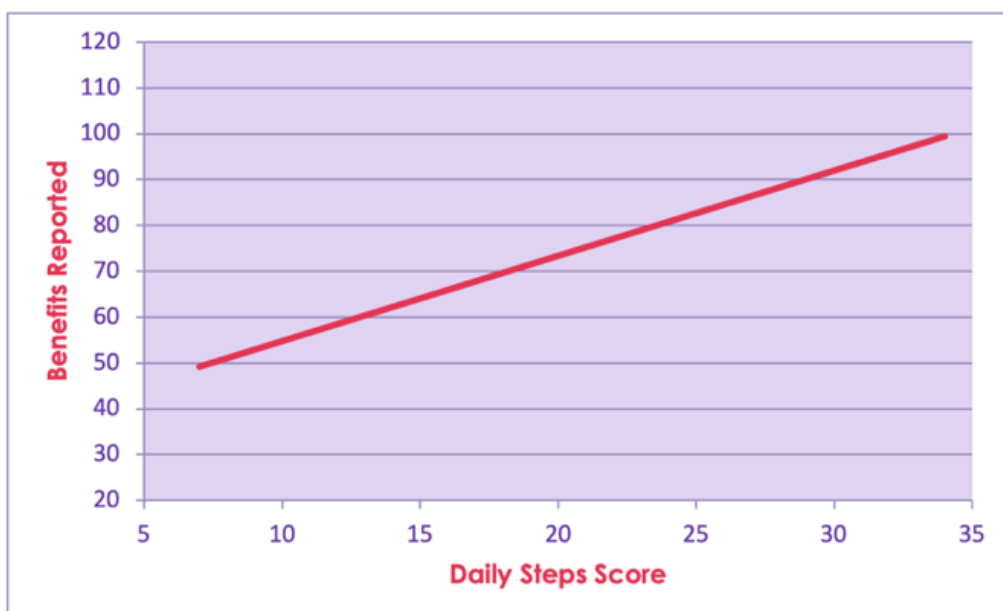


80, 100 & 120 are significant, substantial and life-changing respectively.

Benefits of Graham Keen Psychology's 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%