Contents

3  What is the Imagination/ Persistence Quotient?
3  History & Research
4  What is Imagination?
5  What is Persistence?
6-7 Why is Measuring Imagination and Persistence Useful?
8  Scoring System
9  What the Score Means
10-12 Research Results
What is the Harte-Coller Imagination/Persistence Quotient?

The IPQ is a multi-dimensional process which measures an individual’s potential to persist. It consists of two parts: 1) a 20 minute audio CD and 2) a 25-question paper and pencil questionnaire. The audio CD contains general instructions, warm-up exercises and relaxation instructions. It is designed to be self administered and easily administered to groups.

History and Research

After more than 20 years of practical field research, Dr. Richard Harte has produced an easily administered assessment tool which has been proven in over a dozen studies to be generally predictive of success in areas such as: sales, real estate, insurance, telecommunications, publishing and of long-term sustained abstinence following smoking cessation programs. (See pages 10-12 for Research Results.)
What is Imagination?

The ability to experience a vivid lifelike scene in your mind, and:

- Focus on the image of the scene.
- Hold the scene in place for 5 seconds or more.

Everyone has the ability to use their imagination, but:

- Many of us suppress it.
- Some of us are better at it than others.

USE YOUR IMAGINATION

When you’re young, your imagination is cultivated in fairy tales, story telling and make-believe games. Then you’re told to grow up, quit dreaming and get your feet on the ground. As Picasso put it: “Every child is an artist. The problem is how to remain an artist after he grows up.”

©Roger von Oech
What is Persistence?

Persistence is a relatively continuous, step-by-step progression toward self-selected and well formed goals that is:

- Directed positively
- Sustained over time

The ability to persist is determined in part by one’s ability to develop vivid and lifelike goal images.

Can Persistence be Taught?

Persistence can be taught. The most important research result is that persistence can be taught, but it must be tailored to the needs of the individual. Teaching persistence requires both self-encouragement and external encouragement.

BE PERSISTENT

Two frogs fell into a bucket of cream. The first frog, seeing that there was no way to get any footing in the white fluid, accepted his fate and drowned. The second frog didn’t like this approach. He thrashed around and did whatever he could to stay afloat. Soon his churning turned the cream into butter, and he was able to jump out. How persistent are you? © 1989 Roger von Oech
What is the Significance of Imagination and Persistence?

When you work with clients, you work with imagery and the use of one’s imagination. Your main objective is to get individuals and groups to persist toward their agreed upon goals. In essence, you are teaching clients to imagine themselves being successful and persistent.

You may wonder if there is an easy way of assessing the potential people have for achieving success. Are certain individuals more likely to be successful than others? If so, is their success due to chance or do they possess some special ability which would tend to predispose them to be successful across a wide spectrum of circumstances? Does hard work by itself lead to success? Why is it that some people can follow through on their goals and zoom to the top, while others can keep to a plan for only a few minutes?

A vivid imagination makes all the difference in the world when it comes to persisting towards one’s goals and achieving success.

The IPQ is a process that identifies one’s potential to persist. By identifying one’s potential to persist it is possible to design a treatment plan for the individual to modify their lifestyle and achieve their goals.
Harte/Coller research results convincingly indicate that individuals with high imaginative abilities are more likely to persist, and consequently are more likely to succeed. However, it is more than just the ability to persist in general; it is the ability to persist specifically towards positive goals. (For example, you may have a client who is persistent in their ability to continue over eating and therefore does not achieve success with their diet!)

So what is this “special ability”? This “special ability” is called imaginal suggestibility. Imaginal suggestibility is defined as: “the potential individuals have to employ imagery to promote persistence in carrying out suggestions they accept for themselves.”
Harte-Coller Imagination/Persistence Quotient
SCORING SYSTEM

After listening to the 20 minute CD, there is a 25 question paper and pencil test. Here is how to score the test.

Whichever answer the test taker circled after listening to the tape, the equivalent number should be placed at the far right of each question. Every question should have a: 0, 1, 2, 3 or 4.

None 0
Hazy 1
Clear 2
Vivid 3
Lifelike 4

Add the total for the 25 questions and subtract the answers for questions 15, 23, 24, 25. Question 15 is a “lie” question and the others are warm-up questions and do not count.

The total should be placed at the top right of the answer sheet.
What the Score Means

If one’s score is: 0-36
It indicates that the participant’s ability to use imagery is low and the suggested treatment should be solely task oriented without the use of imagery. There could be reasons for the low imagery such as childhood abuse, illness or a traumatic accident. (Note: it is possible to improve one’s imagery ability but research has shown it may not be cost effective and it may take a very long time). Clients who score low should be given specific tasks to do each week and be held accountable each week for their performance.

If one’s score is: 37 -56
It indicates one’s ability to use imagery falls into the medium stage and the suggested treatment should be a combination of using imagery (creating scenes) and task orientation. (Note: this group will have the greatest potential for improvement). Clients who score in the medium stage should be given specific tasks to do and reinforced and encouraged using imagery.

If one’s score is 57-84:
It indicates one’s ability to use imagery falls into the high category and the suggested treatment should be almost exclusively working with imagery to enhance performance. (Note: research has shown that nagging or pushing individual with high imagery will hurt their performance rather than enhance it.)

*Author’s Note: Because the IPQ is used as an Assessment tool it is important to note that the “vividness of imagery” factor determines the length of time individuals will persist toward their agreed upon goals.
Research Results

1. Homework Performance
Eight research evaluation predictive validity studies were summarized in two published reports in the *Journal of Hypnotism*. Results indicate that under non-encouragement conditions, high imagery suggestible (HIS) workshop attendees were significantly more likely to do more of their homework assignments than were low imagery suggestible (LIS) attendees. These results tend to support the connection that the Harte-Coller IPQ is a valid measure of persistence.

2. Test Reliability
Two short-term, test-retest reliability studies show significant Pearson product-moment correlations in the low 90s. These studies indicate that the measure has more than adequate short-term reliability and that the trait of imaginal suggestibility is stable over short durations.

3. Smoking Cessation Abstinence
A state of the art, heavily imagery based smoking cessation program was administered to staff and management of Mutual Benefit Life Insurance Company. At the end of nine months, 36% of the higher imagery participants and only 5% of the lower imagery participants remained abstinent. Such data tend to support Harte’s explanation of why it is that only about 20% of the population usually meets with success in self imposed regimens like exercising, weight reduction and smoking cessation. Harte suggests that most of the individuals who meet with success in such self improvement programs are probably high image individuals who employ their own unique forms of self-programming for persistence and success.

4. Real Estate Sales
An off the shelf, heavily imagery based pilot sales performance enhancement program was given to a small group of real estate sales people at Van Riper Realty in Bayside, NY over a four month period. Training focused on
encouraging participants to increase their efforts to obtain listings, particularly through telemarketing approaches. Sales people in the training group increased the number of listings by 112% against only 56% for the comparison group. This finding support’s Harte’s view that under most non-encouragement conditions, higher imagery individuals are more likely to meet with success at self imposed, job related tasks than are lower imagery individuals.

5. Insurance Sales
A pilot insurance sales performance enhancement program, an imagery/suggestibility based training program designed to correspond to a newly conceived productivity model, was developed and implemented with a group of experienced sales people at Mayer & Meyer Associates, the largest sales agency associated with Mutual Benefit Life. Data analyses with sales people in the pre-selection sample are revealing. Statistically significant differences for year-end sales data were found, with higher imagery sales people out-performing lower imagery sales people re: number of yearly cases sold and total commissions earned. This finding provides additional support in terms of the validity of the measure as well as respect to the proposed relationship between persistence and success.

6. Telecommunications Sales
In three measures of sales performance, the Harte System trained sales reps in a study funded by Motorola that significantly out-performed the comparison group. The training group had 45% more orders, 31% more sales and was 23% above quota whereas the comparison group was 9% below quota for the same period. Many of the performance enhancement programs designed by Harte are an outcome of the Harte-Coller IPQ which evolved over a 12 year period. Success with early training results has led to formal training and coaching for a variety of companies crossing many industries for the past 15 years.
IN SUMMARY

It may prove useful to speculate on some of the uses of the IPQ as an effective assessment tool in the practice of hypnosis. Research and experience show that many clients simply will not do their “at home” assignments (i.e. practicing self-hypnosis), while others will do so without fail. The IPQ can be helpful in predicting which clients are likely to persist in carrying out agreed upon homework tasks.

Being able to predict in advance who is likely to succeed is vitally important for health care professionals, educators and business people. These factors affect one’s job happiness, or successfully completing one’s education, or adherence to weight loss, smoking cessation and stress reduction programs.

The IPQ has shown itself to be an effective tool in helping individuals modify their personal lifestyles and live a happier life.