

Sharing God's Word with Excellence

By Turning Data into Strategy



DECEMBER 2015

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Main Research Focus

- How does life transformation/spiritual growth happen?
- How can ministries best help the people they serve experience life transformation?

Today's Focus

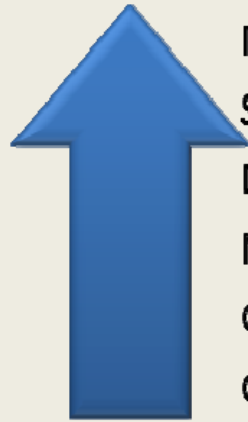
1. Examine how we have turned data into ministry strategy
2. Explore the spiritual (and not so spiritual) lives of “Nones”
3. Extrapolate of the data to your ministry strategies

Guiding Principles for CBE Research

- Design and implement studies with the highest academic rigor.
- Focus on questions that have the highest potential for yielding data that is actionable.
- Identify where people are at spiritually and possible connection points.
- Measure ministry effectiveness.

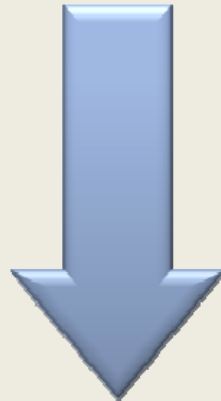
Power of 4 Effect

- The life of someone who engages scripture 4 or more times a week looks radically different from the life of someone who does not.
- The lives of Christians who do not engage the Bible are statistically the same as the lives of non-believers.



More Active Faith

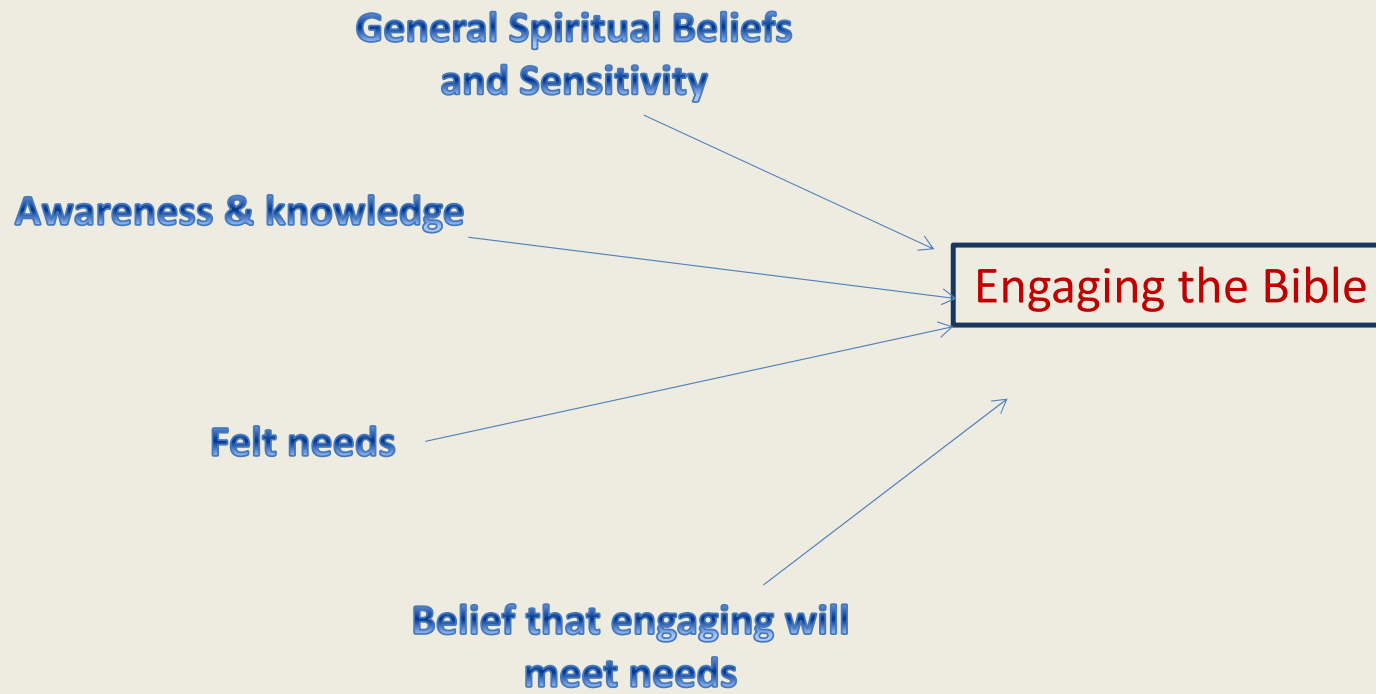
- Shares faith with others +228%
- Disciples others +231%
- Memorizes scripture +407%
- Gives financially to church +416%
- Gives financially outside of church +218%



Less Struggling With...

- Pornography -59% * Lying -28%
- Angry outbursts -31% * Excessive drinking -62%
- Destructive thoughts -32% * Loneliness -30%
- Feeling spiritually stagnant -60% * Discouragement -31%
- Difficulty forgiving others -31% * Difficulty forgiving self -26%
- Feeling like you have to hide -32% * Fear or anxiety -14%

Connecting Points



Barriers & Facilitators of Bible Engagement



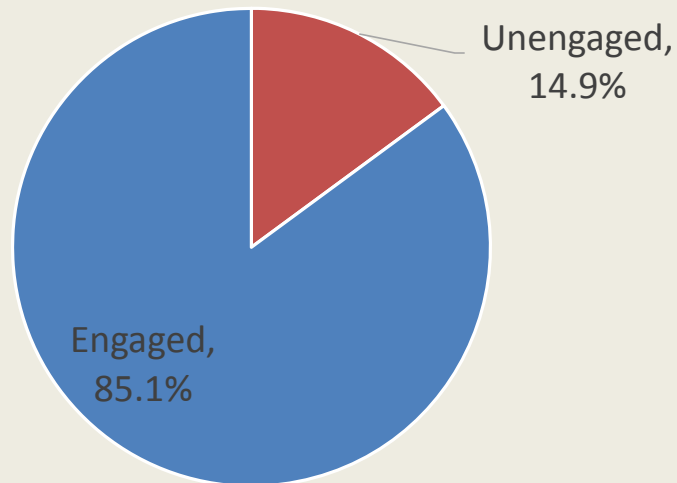
Technology
Making it a priority
Other people (for some)



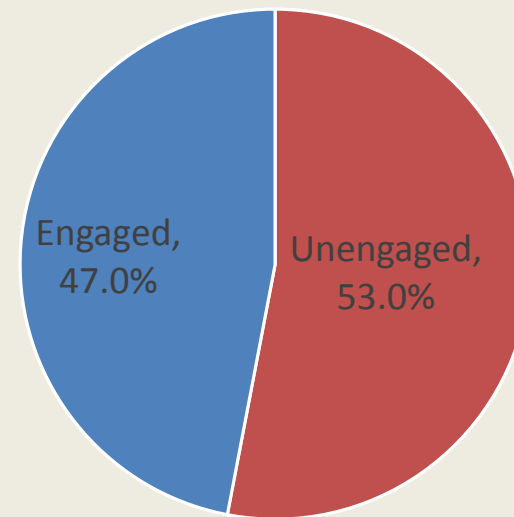
Too busy/not a priority
Not sure where to start
Not sure how it relates to real life
Limited understanding (for some)

Results of New Approach: We could reach the unengaged.

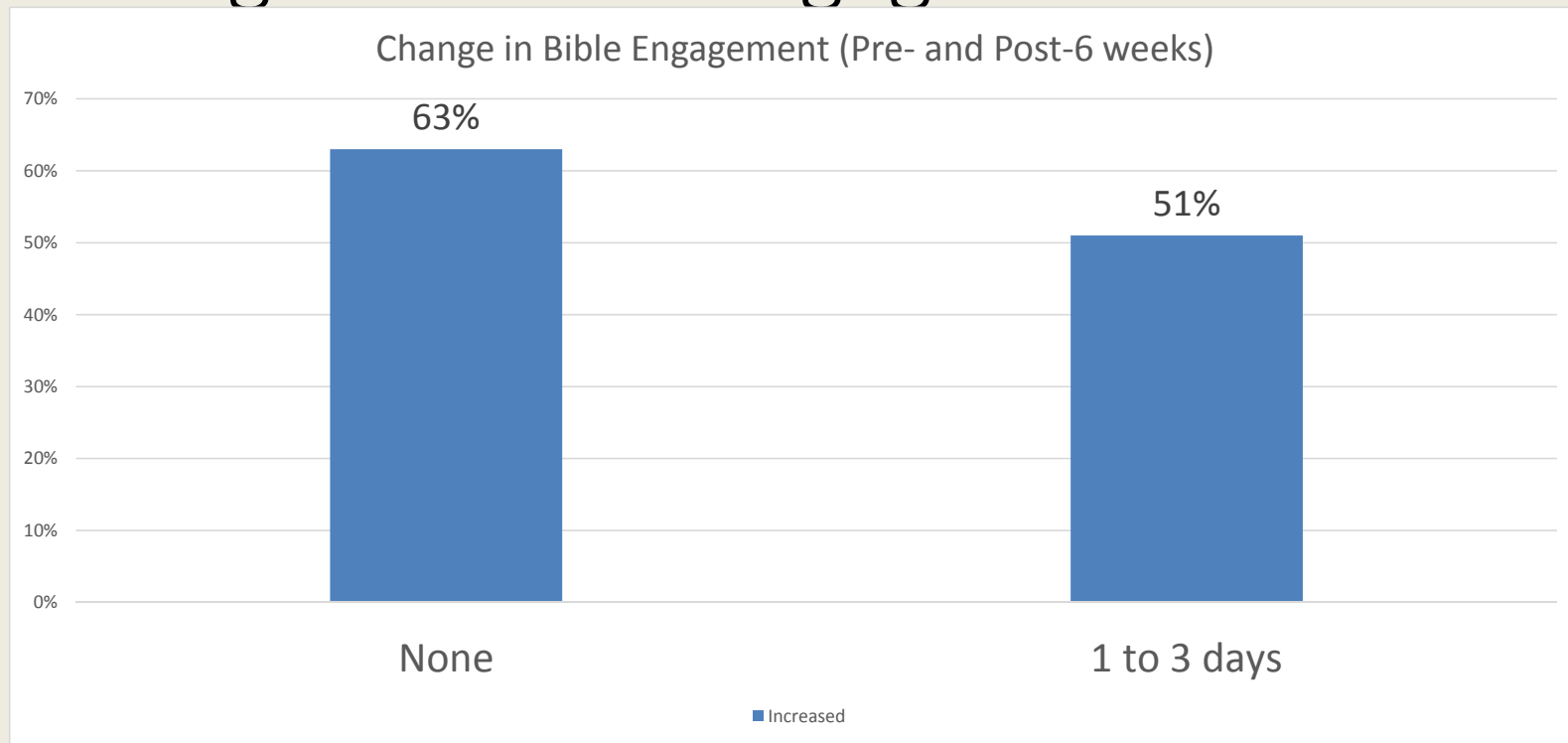
Bible teaching radio audience



New goTandem users



Results of New Approach: We can get them to engage the Bible.



Results of New Approach: Comparing initial (baseline) data to follow up data, we see...

- Increasing levels of Bible engagement
- Decreases in how often they struggle with temptations (e.g., anger, difficulty forgiving others, viewing pornography, etc)
- Increases in Fruit of the Spirit.

Joint Life Transformation Research Project

**What it would take to get those people
who claim no religious affiliation to
engage in the Bible?**

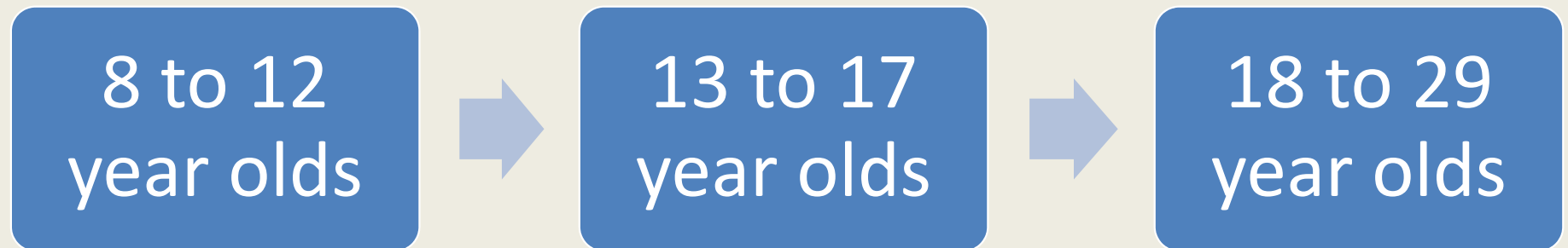


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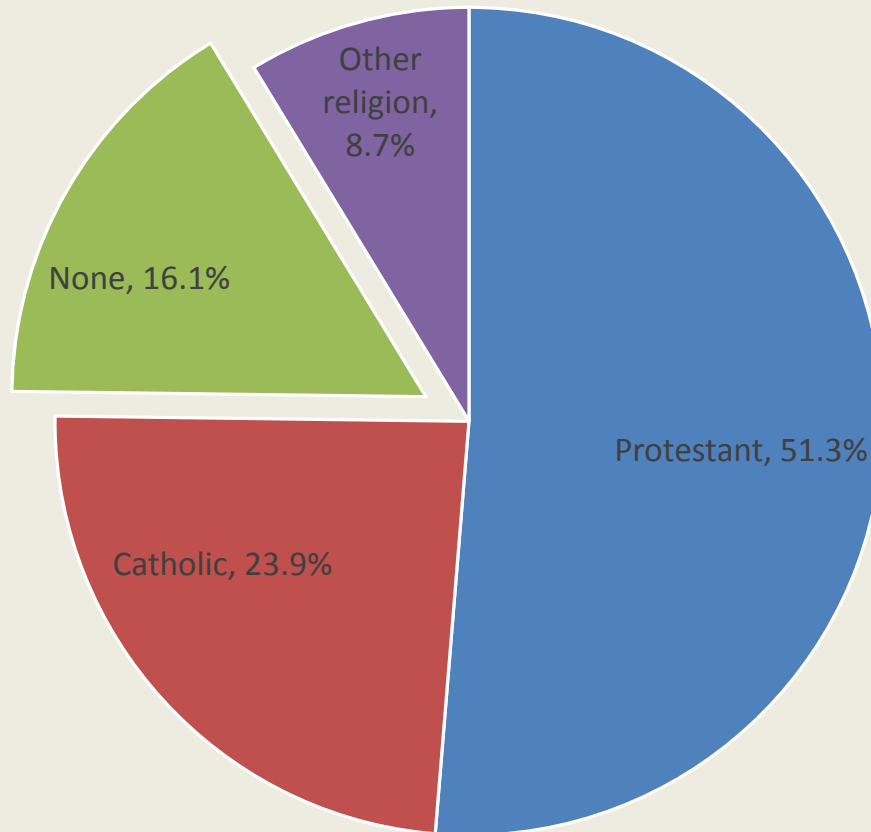
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Joint Life Transformation Research Project

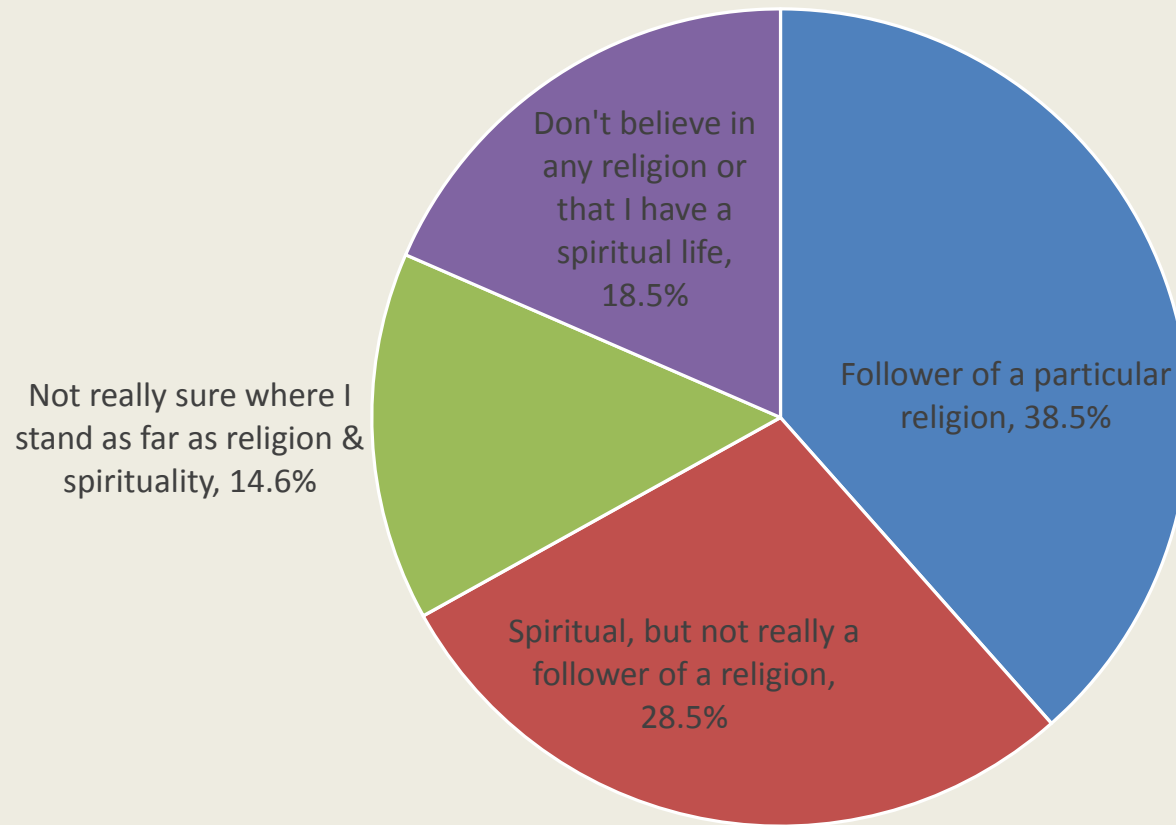


Religious Affiliation Among U.S. Adults



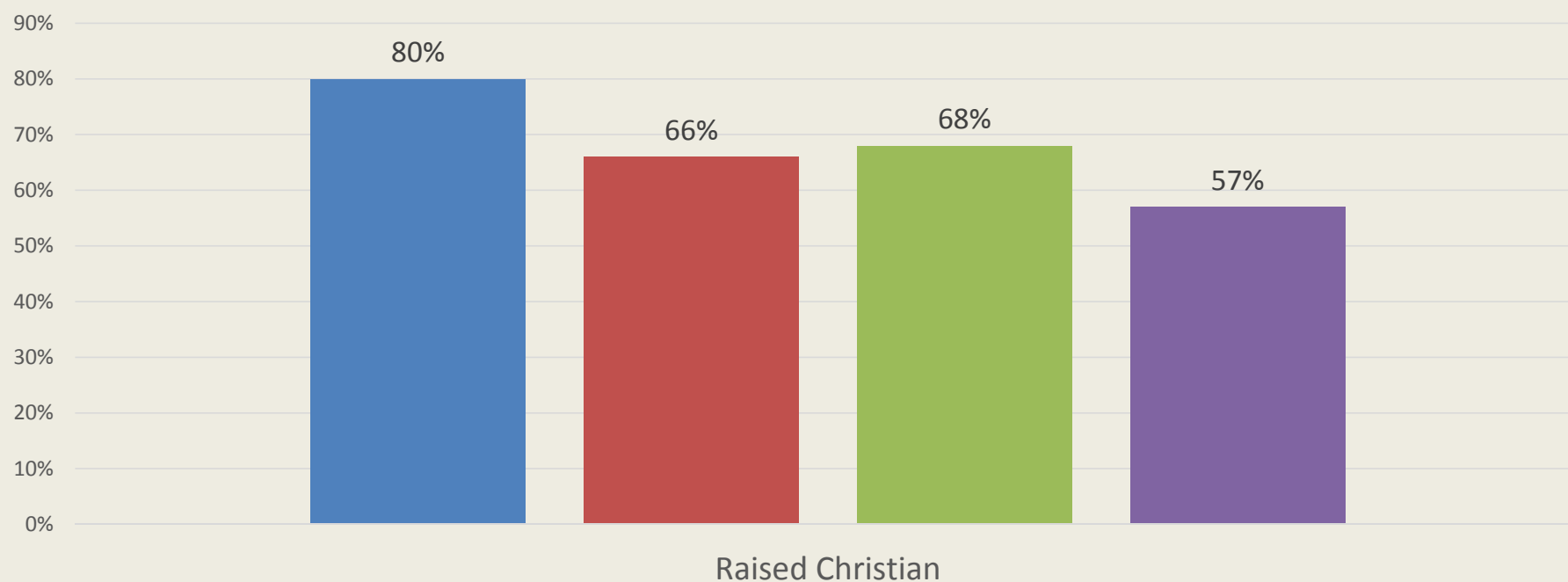
Source: Pew Research Center, April 2015

Random Sample General Population, 18-29 year olds





The Majority of All Groups Grew Up “Christian”



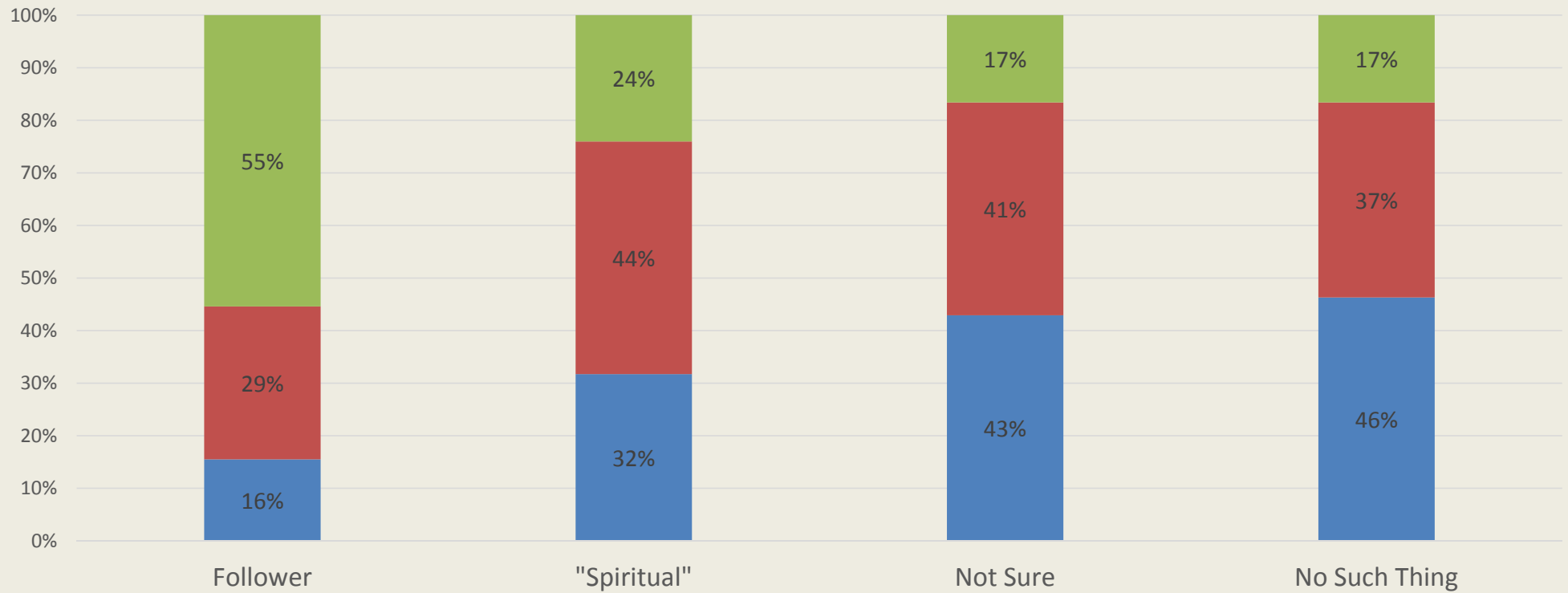
■ Follower ■ Spiritual ■ Not Sure ■ No Such Thing

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Familiarity with the Bible



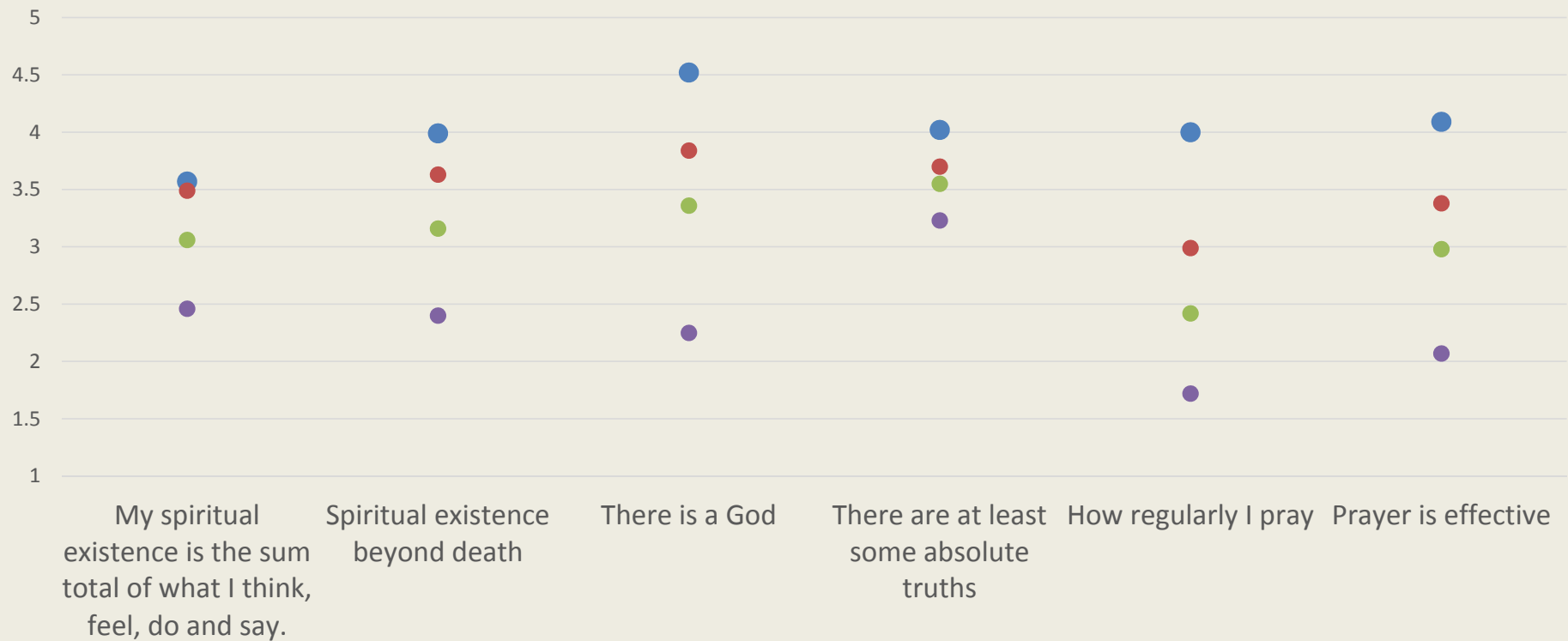
■ Little Exposure ■ Some Exposure ■ Familiar

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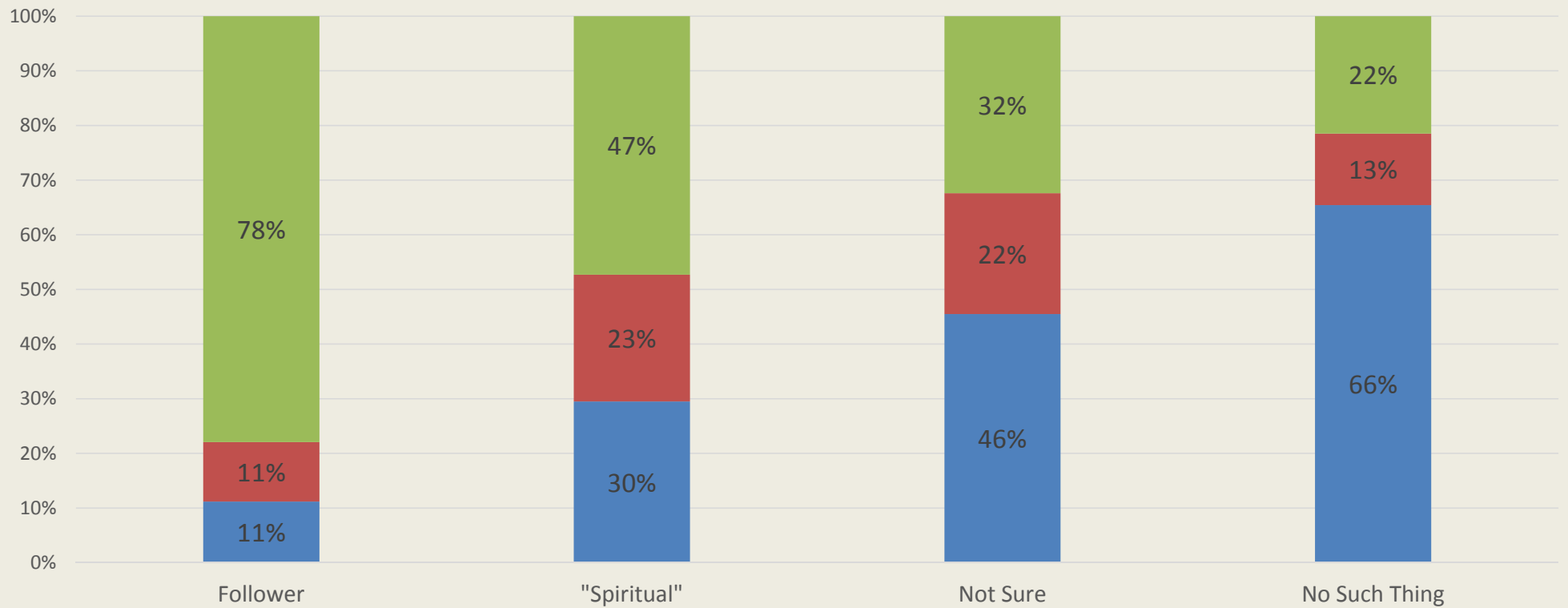
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Basic Spiritual Beliefs



Openness to Engaging the Bible



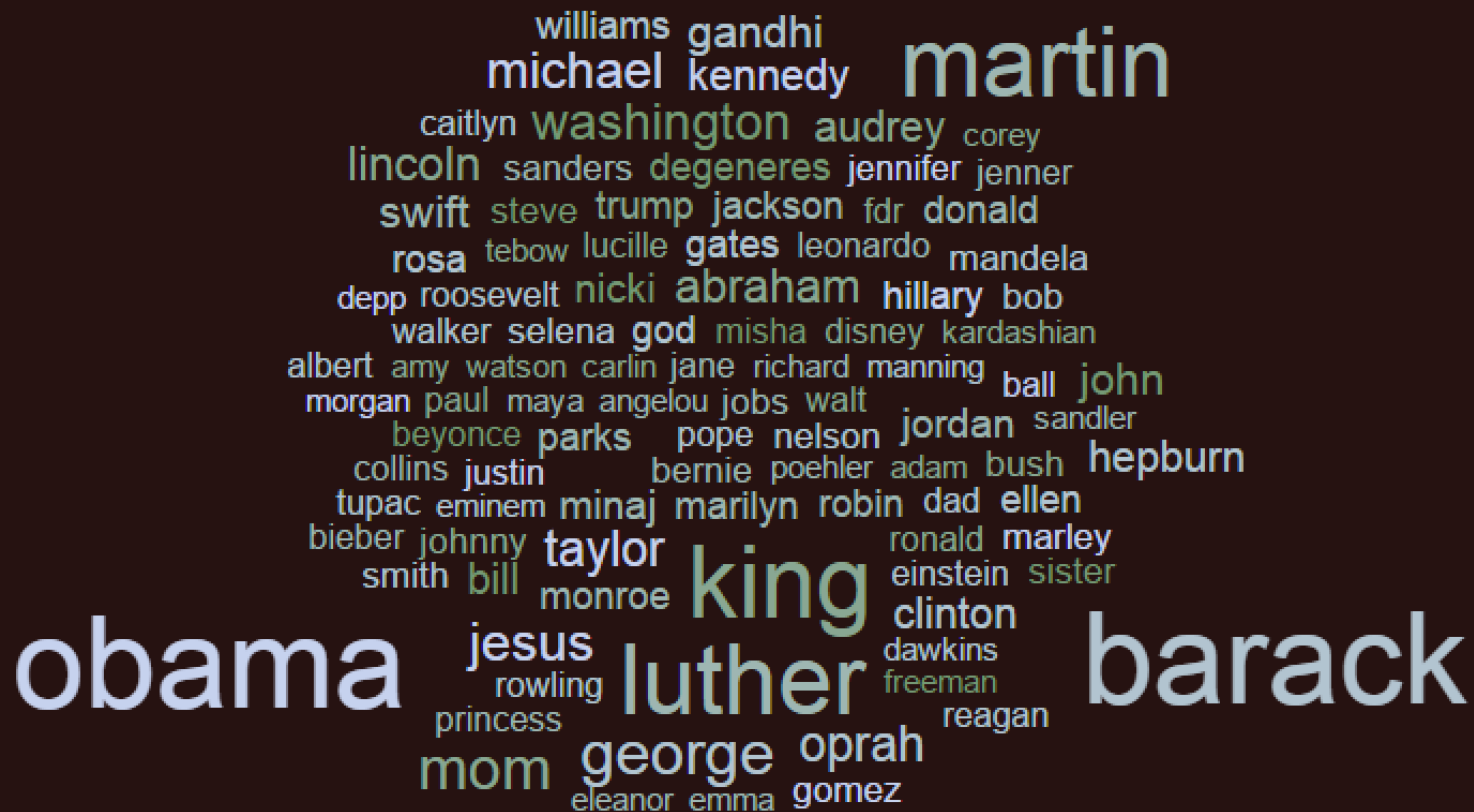
■ Unlikely ■ Not Sure ■ Likely

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Who do you admire?



Why do you admire them?

- Their compassion and caring for others
- They are strong and courageous
- They are intelligent
- They are committed to their beliefs
- They have determination and show perseverance

What spiritual topics appeal to each group most?

1. The Bible
2. The Koran/Quran
3. The Book of Mormon
4. The Talmud
5. The Teachings of Buddha
6. Story of someone's spiritual experiences
7. Advice to help me with my struggles
8. Words of wisdom and encouragement
9. People's near death experiences

What spiritual topics appeal to each group most?

Priority	Followers	Spiritual	Not Sure	No Such Thing
1	The Bible	How to Overcome Struggles	How to Overcome Struggles	How to Overcome Struggles
2	How to Overcome Struggles	Wisdom & encouragement	Near Death Experiences	Wisdom & encouragement
3	Wisdom & encouragement	Near Death Experiences	Wisdom & Encouragement	Near Death Experiences
4	Near Death Experiences	The Bible	The Bible	The Bible (after teachings of Buddha)

What are their biggest concerns?

FINANCES

Keeping a stable job. Making enough money to get by and not live check by check.

Money is the biggest problem for me right now. If I had the money I need my life would be much different and infinitely less difficult.

My enormous post collegiate debt and financial instability

What are their biggest concerns?

WORK & CAREER

Money. As stated before, I have a steady ""job"" but not a career and I often wonder what I'm going to do with myself as far as a career and worry because sometimes I can't think of anything I want to do.

Being unable to find a well-paying job because I have no education or experience. Being worried about being on the wrong path.

Getting my feet on the ground and start towards my career

What are their biggest concerns? FAMILY & RELATIONSHIPS

Keeping a healthy relationship with significant other.

My relationship with my boyfriend, my relationship with my father.

Family falling apart

Raising a child and making a family

How will you minister to the Spiritual and Not Sure?

- Raised in a Christian home
- Little familiarity/previous engagement with the Bible
- May (Spiritual) or may not (Not Sure) be open to engaging with the Bible
- Believe in God, spiritual existence beyond death and there are absolute truths
- Not engaged in prayer but not really against it
- Admire compassion & courage.
- Desire something to help them with their struggles and wisdom/encouragement.

How will you minister to the “No Such Thing”?

- Likely to have been raised in a “Christian” home
- Little familiarity/previous engagement with the Bible
- Opposed to engaging with the Bible
- Don’t believe in God, spiritual existence beyond death or prayer
- Do believe that there are at least some absolute truths
- Admire compassion & courage.
- Desire something to help them with their struggles and wisdom/encouragement.

How will YOU minister to the “Nones”?

Table Discussions