

WCA Member Church Webinar



The Top Ten Things People Want and Need from You and Your Church: Latest Lessons from Willow's REVEAL Research

Today's Speakers



Greg Hawkins
*Executive Pastor,
Willow Creek Community
Church*

Cally Parkinson
Brand Manager, REVEAL



WCA Member Church Webinar



A brief introduction to Reveal



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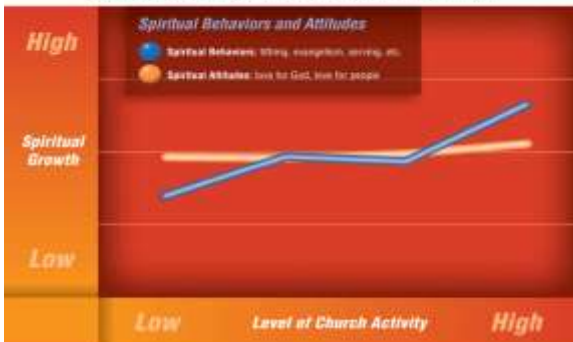
This is What We Would See If Church Activity Drives Spiritual Growth



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Based on Research Results, the Connection Between Church Activity and Spiritual Growth Appears to Be Limited



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A Spiritual Continuum Emerged from the Research

Exploring Christianity

"I believe in God, but I'm not sure about Christ. My faith is not a significant part of my life."

Growing in Christ

"I believe in Jesus, and I'm working on what it means to get to know him."

Close to Christ

"I feel really close to Christ and depend on him daily for guidance."

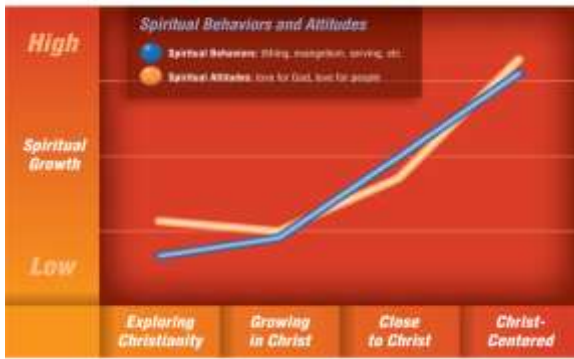
Christ-Centered

"God is all I need in my life. He is enough. Everything I do is a reflection of Christ."

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The Spiritual Continuum Predicts Spiritual Growth



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KEY QUESTION:

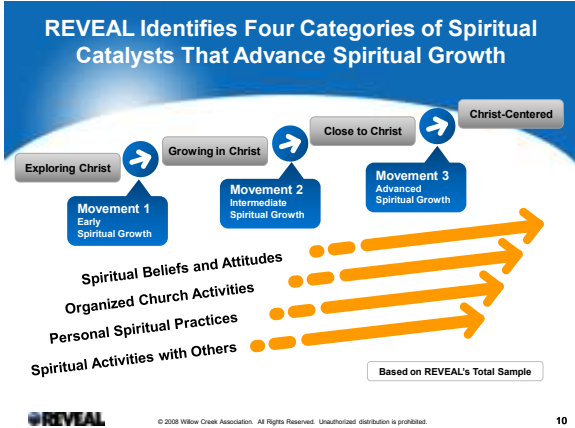
What Moves People Across the Spiritual Continuum?

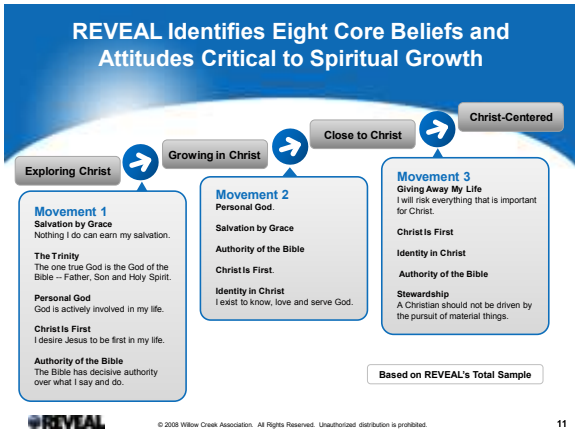


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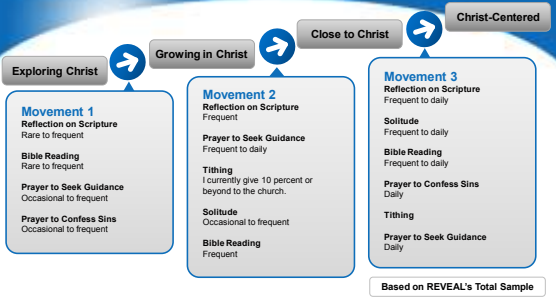
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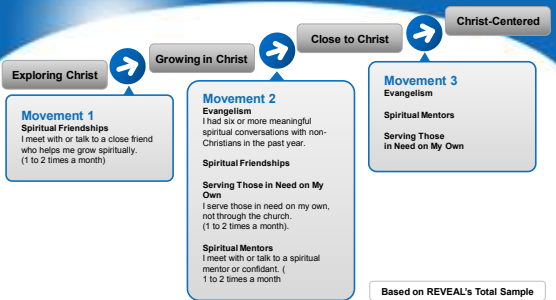


REVEAL Identifies Six Personal Spiritual Practices That Advance Spiritual Growth



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REVEAL Identifies Four Spiritual Activities with Others That Advance Spiritual Growth



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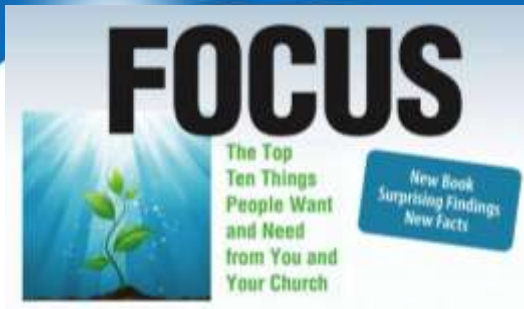
REVEAL Summary Observations

- REVEAL's two centerpiece findings are (1) the Spiritual Continuum and (2) the catalysts that drive growth along the Spiritual Continuum.**
 - While individual spiritual growth is neither predictable nor linear, REVEAL has defined a progression of spiritual development that emerges from its large body of findings, now representing over 150,000 individuals.
- A key insight is that our most active evangelists, volunteers and donors come from the most spiritually advanced groups: the Close to Christ and Christ-Centered segments.**
 - Creatively engaging and equipping these groups for outreach activities, like evangelism and serving those in need, will grow them and grow the Kingdom.
- A second key insight is that personal bible study/reflection is the most powerful catalyst of spiritual growth.**
 - This is true across the Spiritual Continuum and cannot be overemphasized.
- There is great variability in the spiritual growth "effectiveness" of churches, based on REVEAL's Spiritual Vitality Index. We also see wide variation in church sizes and styles at either end of the scale.**
 - We would conclude that a small church with limited resources can be as powerful a force in the spiritual development of its people as a large church with significant resources; and also that a large inventory of resources does not guarantee a church's spiritual growth effectiveness.



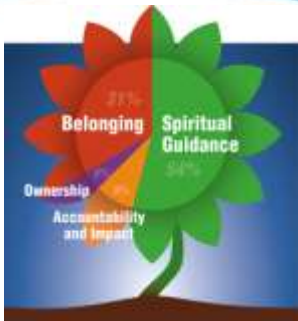
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Our Latest Findings



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What drives satisfaction with the Church's role in spiritual growth?



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The Top Seven Things People Want and Need from You

Spiritual Guidance

- Helps me develop a personal relationship with Christ
- Challenges me to grow and take next steps
- Provides a clear pathway that helps guide my spiritual growth
- Church leaders model and consistently reinforce how to grow spiritually
- Helps me understand the Bible in greater depth

Highly Recommended

- Helps me feel like I belong
- Encourages me to take personal responsibility for my own growth

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Three More Things People Want and Need from the Senior Pastor

- 8. Provide sound doctrine rooted in biblical accuracy
- 9. Challenge them to grow and take next steps
- 10. Model and reinforce how to grow spiritually

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1. People want and need you to help them develop a personal relationship with Christ

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2. People want and need you to challenge them to grow and take next steps

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3. People want and need you to provide a clear pathway that helps guide their spiritual growth

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4. People want and need you to help them understand the Bible in greater depths

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5. People want and need you to model and consistently reinforce how to grow spiritually

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6. People want and need you to help them feel like they belong

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7. People want and need you to encourage them to take responsibility for their own growth

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Next Steps

Read *Focus: The Top Ten Things People Want and Need from You and Your Church*

Find out more about the Reveal Spiritual Life Survey at Revealnow.com

Premier Membership- includes annual Reveal survey, two seats at The Leadership Summit 2010, and *The Leadership Summit 2009 Team Edition DVD*. Visit willowcreek.com/membership

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