



REVEAL FAQ

What's the history of REVEAL?

In 2004, key leaders at Willow Creek Community Church connected with Eric Arnson, the founder and director of ORIGINATE, a cutting-edge research and strategy consulting firm. Eric helped the church develop the REVEAL Spiritual Life Survey to measure how church members are growing in two key areas: loving God and loving others. The results were surprising, so the team invited 20 other churches to implement the survey. Similar spiritual growth patterns, and challenges, emerged from these congregations.

Cally Parkinson (Willow Creek Association), Greg L. Hawkins (Willow Creek Community Church), and Eric Arnson collaborated to write *Reveal: Where Are You?*, which presents REVEAL's approach, key findings, and heart for the church. As the number of churches involved with REVEAL and the Spiritual Life Survey grew, further research and continued vision has produced a second REVEAL book, *Follow Me*, which picks up where *Reveal* left off, focusing on movement and growth along the spiritual journey and reflecting the results of more than 200 participating churches.

What is REVEAL's research approach and methodology?

The REVEAL Spiritual Life Survey focuses on three key areas:

- **Segments:** What are the different groups/segments of people the church might be looking to serve?
- **Needs:** What spiritual growth needs are being met, not being met well or not being met at all for each segment?
- **Drivers/Barriers:** What are the drivers of spiritual growth, and what are the barriers to spiritual growth?

These three areas provide the framework around which the REVEAL research findings are collected and organized.

REVEAL employs two types of research methodology: qualitative (gathering insights) and quantitative (establishing statistical reliability). Where the qualitative method is typically a one-on-one process between a researcher and an individual, the quantitative approach utilizes detailed questionnaires that are distributed to large numbers of people. These two methods combine to provide an incredibly reliable pool of information. Once data is received, it is then analyzed with three common and complementary techniques: correlation analysis, discriminate analysis and regression analysis.

Willow Creek Community Church's initial research in 2004, as well as the continuing research involving hundreds of other churches, used these same research and analytical methods. To date, more than 500 churches have participated. The REVEAL Spiritual Life Survey is now available to any interested church.

Who are the churches that are involved with REVEAL?

The hundreds of churches surveyed to date were chosen to specifically reflect a diversity of church models, congregations and sizes. These include but are not limited to: mainstream denominations, traditional churches, African-American churches, mission-focused churches, international churches, and churches representing a wide range of geographies and styles.

Results demonstrate that REVEAL's four segments (spiritual continuum) exist across multiple church model/style/size alternatives, which makes the Spiritual Life Survey a radically telling and relevant tool for spiritual assessment and transformation that can apply in any church context.