

# SOUL IMAGE RESEARCH

*Influencing Spiritual Choices*



*Image-Based Research to Better Reach and Disciple People*

# Executive Summary ...

**Soul Image Research (SIR)** is designed to help those in ministry better understand, reach and disciple specific people groups.

As ministers of the Gospel of Jesus, we are to bring redemptive good news to people at their starting points—not ours. The further distance between us and our target audience regarding ways of thinking, feeling, imagining and deciding, the greater the need to research their soul longings and living patterns. From these starting points, you can speak more directly to their souls as they make spiritual choices on their journey toward God and becoming disciples of Jesus Christ.

SIR will help you by reporting Soul Image Maps (SIM). These maps are formed through gathering data from both image and word methodologies.

Reports, presentations and “Introductions to Soul” booklets are possible outcomes. Previous works include: **An Introduction to the Russian Soul** and **An Introduction to the Mainland Chinese Soul**. These booklets have helped 20,000+ people better minister across cultures.

*Let us help you better minister to the people to which God has called you.*

# Jesus addresses our souls ...

**Jesus customized His Good News because He knew what was in the souls of the audience He was addressing!**

Though Jesus had a consistent message, He tailored it to better reach and disciple people according to the landscape of their souls.

Across various cultures from the Nicodemus a Jewish ruler (John 3:1-21), the Samaritan woman at the well (John 4:7-26), a Syrophenician woman (Mark 7:24-30), a Roman centurion (Luke 7:1-10), and to His own disciples—Jesus spoke to the soul of the people from their starting points.

As stewards of the Good News of Jesus, we need to know the language of people souls in order to better reach and disciple them. And these soul starting points vary from target audiences.

# Are you asking questions such as ...

- **How** can I better speak to those God has called me to reach and disciple?
- **Why** does my target audience seem to resist the Gospel message?
- **What** is the best approach as we seek to bring the Gospel to this culture and generation?
- **How** does this people group make spiritual decisions?
- **Why** do people in this demographic initially respond to Christ and then stop walking with Christ?
- **What** are the longings of the soul for this target audience?

*then **S****I****R** may be your solution!*

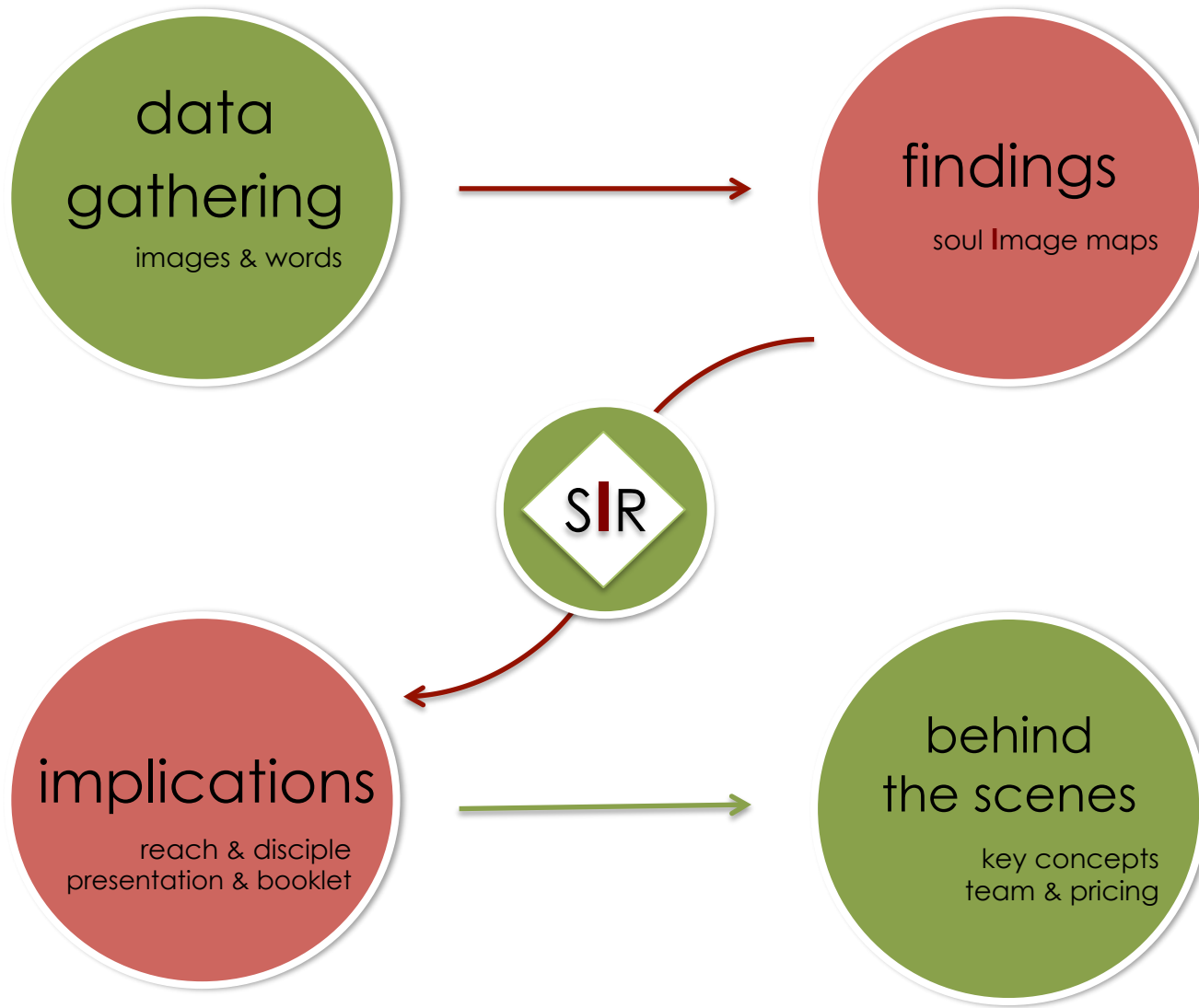
# Soul Image Research can help you ...

- Appeal to the soul starting points of those you seek to reach
- Develop Biblically based story-lines from images as you speak and minister to target audience groups
- Develop better ways to invite people into your spiritual community
- Better address issues that people are spiritually averse to
- Understand decision preferences as people make spiritual choices
- Disciple people to grow in Christ and be spiritually transformed from their starting points!



*So Let's Discover ... Soul Image Research*

# agenda





# data gathering

images & words

# Gathering Data Using Images & Words

Word-based research is the dominant form of research in today's world. And yet most people are highly impacted by the images they see everywhere.

**Images can convey deep meanings which attach to the soul. According to research, these images are much better remembered than words. And an image can be worth a thousand words!**

SIR uses both words and images to better understand the soul of a target audience. Often people will select images that help them get their words right.



*For more on images see*

*"Worth a Thousand Words: The Power of Images to Transform Hearts"*

*Digital book available on Amazon*

*Ralph Ennis, co-author*



# Questions to Research

## **Primary**

What are the core cultural constructs and decision making logics that characterize the target audience?

## **Secondary**

How can those findings be used in shaping messages and processes to better reach and disciple among the target audiences?

# Methodology Options

## Literature

Cultural Constructs  
Historical and Political (minimal)

## Qualitative

Image-Based Group Dialogues  
Image-Based Individual Interviews  
Collecting Stories and Images  
Personal Image Profile (English only)

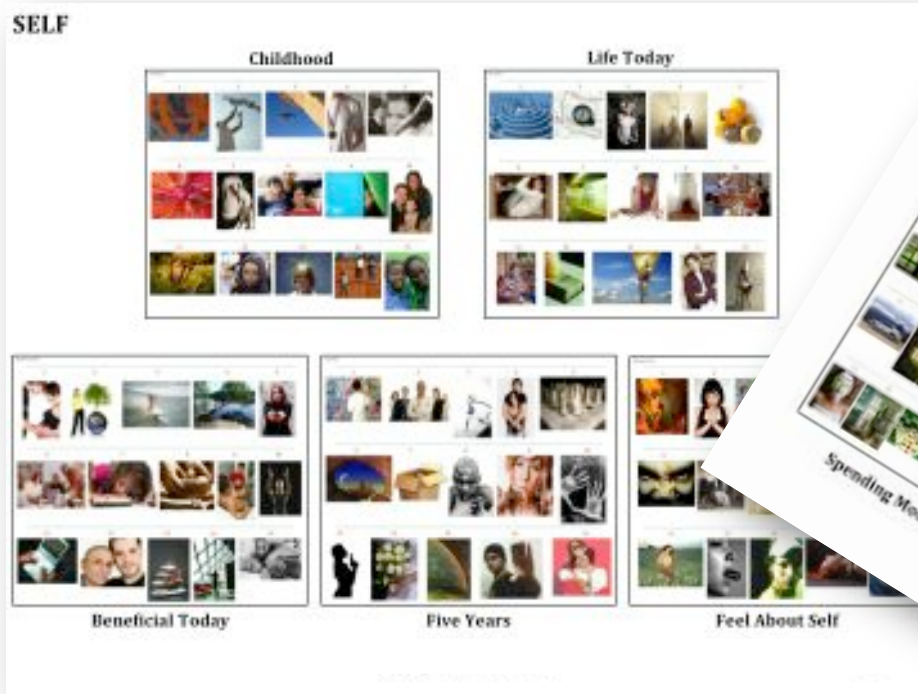
Each project will be customized for target audience, client needs and cost parameters.

## Quantitative

Decision Preference Inventory  
Workplace Values and Corporate Culture Inventory  
Relations Values Inventory  
Customized Questionnaire



# Sample Images from Personal Image Profile



The participants of the Personal Image Profile select images of attractions and aversion on topics related to self, others, spirituality and values. This is an on-line process in English only.

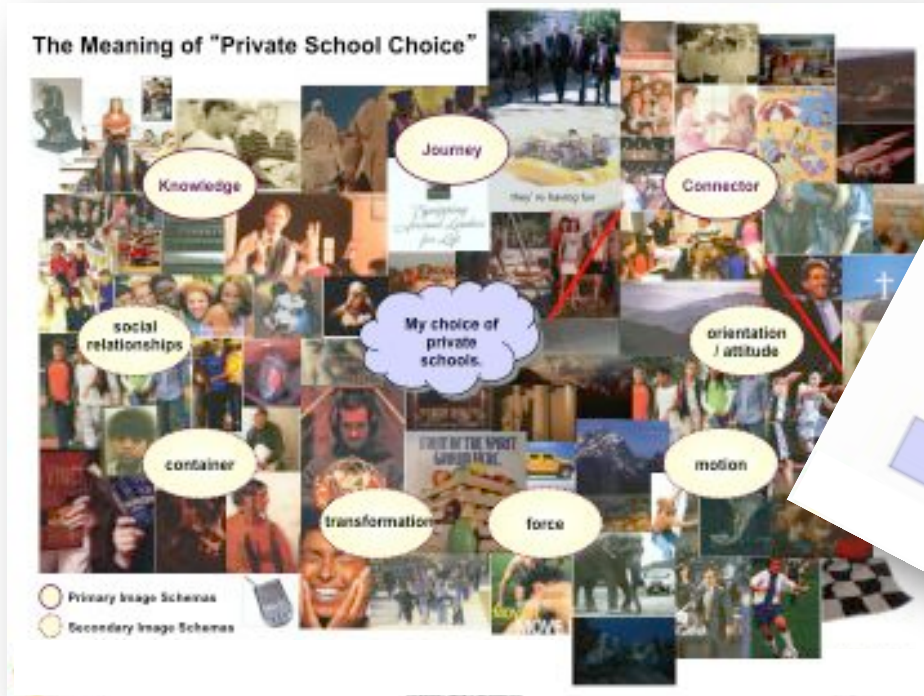
# findings

soul | image maps

The next three pages represent  
sample findings—**Soul Image Maps**—from previous projects.



# Sample Pages of Soul Image Maps



*Findings from Image-Based Individual Interviews*

# Sample Pages of Soul Image Maps

### ATTRACTIONS – FEMALE

Self	Play Christ-centered Relaxation Marriage	
Others	Explorer Friendly Beauty	
Spirituality	Sovereignty Friendship Freedom	
Values	Gifts & Blessing Friendship Biblical Truth	

Word Metaphors

### AVERSIONS – FEMALE

Self	Wasted Electronics Guns Anger	
Others	Dangerous Rule-breaker Threats	
Spirituality	Judge Trapped Destructive	
Values	American Dream Superficial	

Image Metaphors

### FEMALES:

#### Conclusions from Word & Image Metaphors

**Self**  
*These females find their core sense of being from the families and the relationships they've developed over the years. They have a healthy sense of direction in their lives that is hopeful and eager toward what lies ahead. They look forward to a marriage relationship that will bring them happiness. They seek not to be broken, hidden or in danger.*

**Other**  
*Friends and family are very important to these females. At this point, these females find men to be very confusing and yet they know that men and women fit well together. They long to have the key to understand men so that they can be the helper men need. They enjoy being with other people to enjoy the outdoors, are friendly and vulnerable. They desire to stay away from rule-breakers and unknown threatening males.*

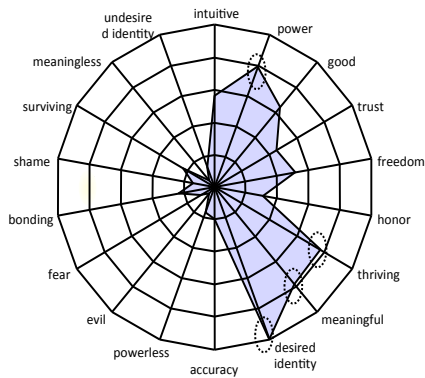
**Spirituality**  
*God is perceived as is central while still having personal relationships with these females. His primary involvement includes Jesus' death on the cross which allows a friendship to be possible. The power Holy Spirit is available to guide them. They find freedom and joy in their faith because it has helped them discover their identity. They avoid anything that would hurt their relationship with God or others.*

**Values**  
*The highest value for these women is in relationships – time is spent in conversation, the best work is seen as caring for others, a good use of money is through generosity and beauty is found in sharing your life with another. The Word of God is truth to these females. They don't value corporate America or anything superficial or wasteful.*



# Sample Pages of Soul Image Maps

## Decision Making Preferences



### Power

Power is the desire of every individual for control over persons and things. Preference will lead one to ask, "Is this person one who will help me get to where I want to go? How can he benefit me?"

### Thriving

Refers to succeeding in life. People make decisions in order to ensure enhance living conditions in their individual situations. "How can I succeed?" "How can I get ahead in life?"

### Meaningful

Seeking a sense of purpose, integration and meaning in life decisions. "Why am I alive?" "What is my purpose in life? meaning of life?"

### Desired Identity

The core issue is that we manage our identity through the decisions we make in order to maximize our desired identity. The strength of this preference is that the person understands the need for self-concept and public identity.

## Decision-Making Preferences

### Mid-Atlantic Christian Males

Have a decision preference to increase their sense of ...



### Mid-Atlantic Christian Females

Have a decision preference to increase their sense of ...



*Findings from Decision Preference Inventory  
with Image Data*

# implications

reach & disciple  
presentation & booklet

# Implications Overview

People have 'iceberg' awareness of the workings of their soul—their attractions, aversions and decision preferences. As we speak into their soul, we are influencing them on their spiritual journeys.

## **We can influence people to make spiritual choices ....**

1. *by appealing to their attractions and aversions in Biblical ways*
2. *using trusted sources (such as mature believers, Bible experts, etc.)*
3. *to communicate with word and image story lines and metaphors*
4. *that appeal to all people relevant to a decision (e.g. individual, family, elders, co-workers)*
5. *through their established decision making preferences (such as goodness, freedom, etc.)*

*And the power for true transformation comes from the Holy Spirit  
as we open our hearts to Him!*

# Implication of SIM

1. **ATTRACTIONS & AVERSIONS KEEP ATTENTION.** SIM can help you appeal to what people are attracted to and averse to. This knowledge can help keep their attention as they make spiritual choices.
2. **MATCH SPIRITUAL IDEA TO IMAGE.** Consider a particular spiritual truth you'd like to communicate (grace, forgiveness, etc.). Which image(s) in SIM can help you develop a story-line or metaphor for better communicating this truth to this audience? Jesus often matched spiritual idea with images (seeds, house, bread, etc.).
3. **MATCH IDENTITY TO LIFE IN CHRIST.** Identity is one of the strongest motivations we humans have—'I want to become like someone I admire.' As you consider the SIM, can you appeal to what people in this demographic desire to become and desire avoiding becoming like? What story-line can you develop to appeal to this desire?
4. **DECISION PREFERENCES.** We all have preferences in how we make decisions. These include a preference that give us more freedom or power or honor or meaning, etc. Look over the decision preference for the audience in this report. How can you include these preferences in your story line?
5. **EMPLOY DOUBLE NEGATIVES AND HUMOR.** Since the strength of our aversions are often stronger than our attractions, consider how you might turn an aversion into an attraction by creating a double negative (i.e. 'not not something') or through using humor? Though this may seem difficult, it is a powerful approach to shift old paradigms of thinking. (Consider Jesus calling Herod a 'fox' or Jesus' parable in response to the question "who is my neighbor?'.)
6. **AVOID GENDER CONFLICTS.** Consider male & female attractions (if you have both reports), what images seem to be 'complementary' and 'in conflict' with the opposite gender? How can avoid canceling your ministry efforts by needlessly attracting one gender while turning off the other?
7. **APPLY TO REACHING AND DISCIPLING.** Each of the above implications impact the way we can approach both reaching and discipling within a target audience.

# Sample Pages of SIM Implications

## Implications for REACHING COLLEGIATES

Since the population of respondents were mostly highly to completely committed Christians, the below implications reflect bringing the Gospel of Jesus to other collegiates through highly committed Christians.

### 1. A Disconnect of Cultures.

- These males and females are significantly different from most other collegiates in their age group. They have great family backgrounds and overall little wounding.
- Since plenty 'near' Christ' people still exist in our society, most committed believers will find effective ways to reach these while not recognizing the bridges that need to be built across the cultural divide to those farther from Christ.
- In order for these collegiates to be effective in reaching other collegiates far with Christ, they will need to view ministry as a missionary—stepping across cultures.
- This stepping across cultures will imply learning to deal with others pain in a real and authentic manner while negotiating their worldview.
- The tendency for these collegiates will be to find others who grew up in relatively healthy homes and are 'near' to Christ as their start point.



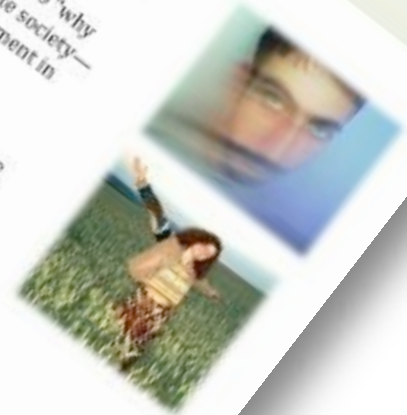
## Implications for DISCIPLESHIP INSIDE OUT

### 3. Meaningful Work

- This group of collegiate males are averse to American corporate life—a life that many of them will encounter in the a short period of time.
- Understanding a Biblical answer to "why work in society—even corporate society—may help them avoid discouragement in the coming years.

### 4. Bible 'yes' - Fragmentation 'no'

- The truths of Scriptures defragment these believers lives. They perceive concrete and abstract fragmentation as non-biblical. The ability to handle the fragments of life in a meaningful way will be key to avoiding disillusionment in the years to come.



# Presentation & Booklet

## ➤ PRESENTATION

After data has been gathered, a report of findings and implications written, we offer a one to two-day presentation to help clients and interested parties better understand and apply the Soul Image Maps in their context.

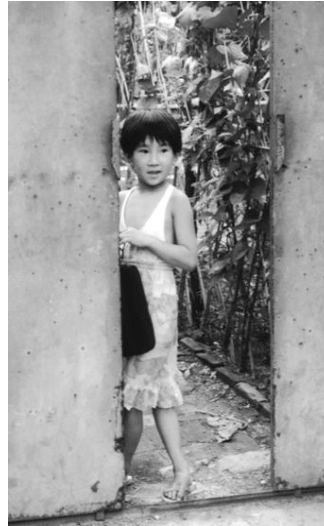
Research often needs to be thoroughly processed in order to make a difference. These times of presentation and dialogue are essential to get the most out of image-based research.

## ➤ SOUL BOOKLET

We also offer to write a booklet that is user-friendly for many people. This booklet usually requires further data gathering in the form of stories. In the past we have written ***An Introduction to the Russian Soul*** and ***An Introduction to the Mainland Chinese Soul***. These booklets have helped 20,000+ people better reach and disciple across cultures.

# Sample Booklet & Endorsements

## AN INTRODUCTION TO



## THE MAINLAND CHINESE SOUL

Your book is really excellent. It's also written compassionately - your obvious love for the Chinese people. The stories also reflect the realities of life. Your book will be a tremendous help for all who have the Chinese people at heart - and for those who labour both inside China as well as outside, including the many international students going to the Western world. I will be using it myself with many of our potential and present colabourers who are ministering among the Chinese.

Jim Chew author of  
"When You Cross Cultures"

This unique booklet blends profound insights into China's history and culture with poignant real-life stories of individuals in China today. The result is both highly informative and deeply touching. Never before has there been such an effective orientation tool for those preparing to serve in China. For those with China experience, "An Introduction to the Mainland Chinese Soul" puts words to the often unspoken feelings that arise when East and West intersect and brings to light the hidden factors that can make the difference in relationships between empathy and misunderstanding. Deceptively simple and straightforward in its presentation, this concise sketch speaks volumes about the roots of contemporary Chinese values and attitudes, including perceptions of the once-foreign Christian Gospel that is now finding fertile ground in the hearts and minds of many Chinese. Its perceptive analysis of Chinese attitudes toward spiritual matters not only reveals the

obstacles to sharing one's faith within the Chinese context but also points out natural bridges of understanding that span cultural differences and connect the reality of the Gospel with the realities of today's China. "An Introduction to the Mainland Chinese Soul" is a must-read for all who seek a deeper understanding of China and the Chinese people.

Dr. Brent Fulton, President, ChinaSource

This is a very unusual publication. On the one hand it contains sharply accurate and crisply concise descriptions of Chinese society today and the mindsets of many Chinese, especially young urban professionals. For example, in explaining how networks of relationships work in China, the difference between "insiders" and "outsiders", or how idealism and pragmatic realism coexist, it clearly portrays the dynamics and complexities of Chinese aspirations today, but it does so in a very reader-friendly fashion. No jargon, and concrete, understandable examples. Yet the result is a perceptive profile of China today that any academic sociologist or anthropologist specialist on China would be hard pressed to surpass for its insights. Yet in addition to its intellectual value, which is considerable, the contents are shaped to serve a distinctly Christian view of Chinese society. This little volume will be one of the most valuable resources available to any non-Chinese Christian hoping to establish meaningful relationships with Chinese people and to understand the Chinese society of which they are a part. I recommend this publication highly!

Dr. Daniel Bays, Professor of History, Calvin College

Editor of "Christianity in China: From the Eighteenth Century to the Present"

*This 65-page booklet can be ordered through:  
LEAD Consulting, PO Box 32026, Raleigh, NC 27622  
Phone 919-783-0354 Price \$5.50 each. Volume discounts available.*

# Sample of Others Previously Benefiting from Research Presentations and/or Booklets

The Navigators

Cru (Campus Crusade for Christ)

International Missions Board (Southern Baptist)

BCM International

The Christian and Missionary Alliance

European Christian Missions

Gospel Missionary Union

World Team

Wesleyan World Mission

SEND International

OMS International

ChinaSource





# behind the scenes

key concepts  
team & pricing

# S O U L I M A G E R E S E A R C H

## CONCEPT #1

Customize Research Questions

- ✓ *Cultural Constructs*
- ✓ *Decision Preferences*

## CONCEPT #2

Identify Image and Word Metaphors

- ✓ *Attractions*
- ✓ *Aversions*

## CONCEPT#3

Understand Decision Making Preferences

- ✓ *Decision Process & Preferences*
- ✓ *Previous Choices*

## CONCEPT #4

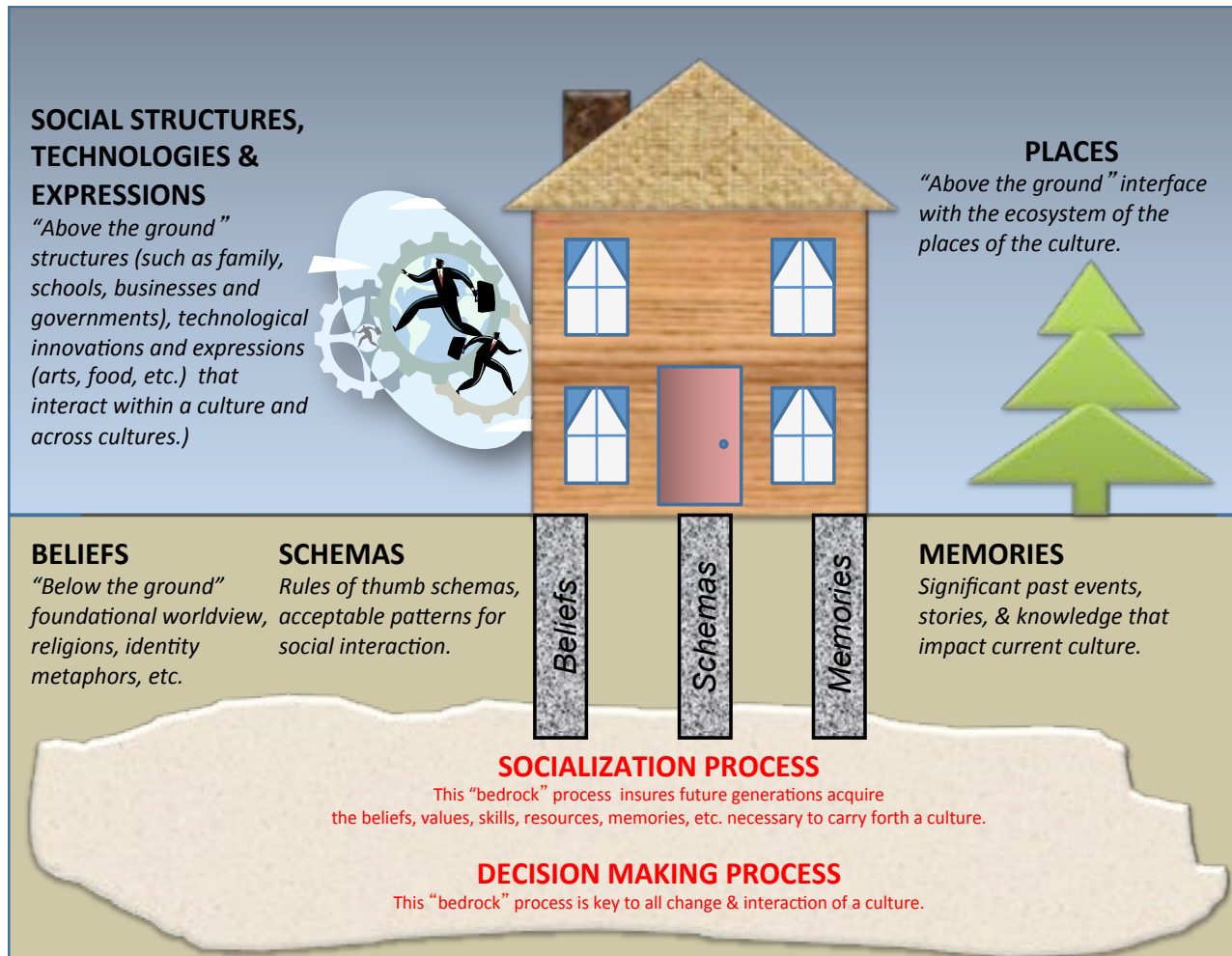
Aim to Influence an Audience's Spiritual Choices

- ✓ *From Findings to Influence*
- ✓ *Reach & Disciple*

## CONCEPT #1:

# Customize Research Questions

*Model of Culture from which questions are crafted.*



## CONCEPT #1:

# Customize Research Questions

Below are some of the questions that can help shape the Soul Image Mapping Process. In conjunction with the client, these questions are refined to meet the desired outcomes of research.

### **Where Do We Begin As We Think About This Culture?**

- What past events deeply affect the people?
- What realities do the people face today?

### **How Do Today's People Process Life?**

- What are the longings of the people?
- How do the people view themselves?
- How do the people view the meaning of life and spirituality?
- How do the people work and play?
- How do the people learn?
- How do the people communicate and resolve conflict?
- How do the genders relate?
- How do families and in-groups relate?
- **How do the people make decisions?**

### **How Do the People Relate to God, Organizations & Outsiders?**

- Why do the people respond positively and negatively to the triune God?
- How do the people view organization (e.g. business, government, religion, community)?
- How do the people view foreigners/outsideers?

### **What Can We Learn from the People?**

- How does an understanding of this culture influence the way we relate to them?

## CONCEPT #2:

# Identify Word & Image Metaphors



**childhood images**  
*'worth a 1000 words'*

Communicating at a soul level often involves words and images. But which words and images are most effective? Those that form the metaphors that best motivate your audience to make good spiritual choices!

In SIR projects, we asked people to make image selections and then to title the image. Their choices help us understand the word and image metaphors that are associated with their decision making. In your communication, you can use similar images and words to influence their spiritual choices. And the right image can often connect better than a thousand words!



A Powerful  
Attraction



A More Powerful Aversion

## ➤ Tap into the Power of Attraction and Aversion

In this image-based research, we ask participants to select images that “most represent” and “least represent” various topics including SELF, OTHERS, SPIRITUALITY and VALUES. Their ‘most’ are attractions that can draw them into choices they may not be currently considering. And their ‘least’ represent aversions that are often more powerful indicators of choices than attraction.

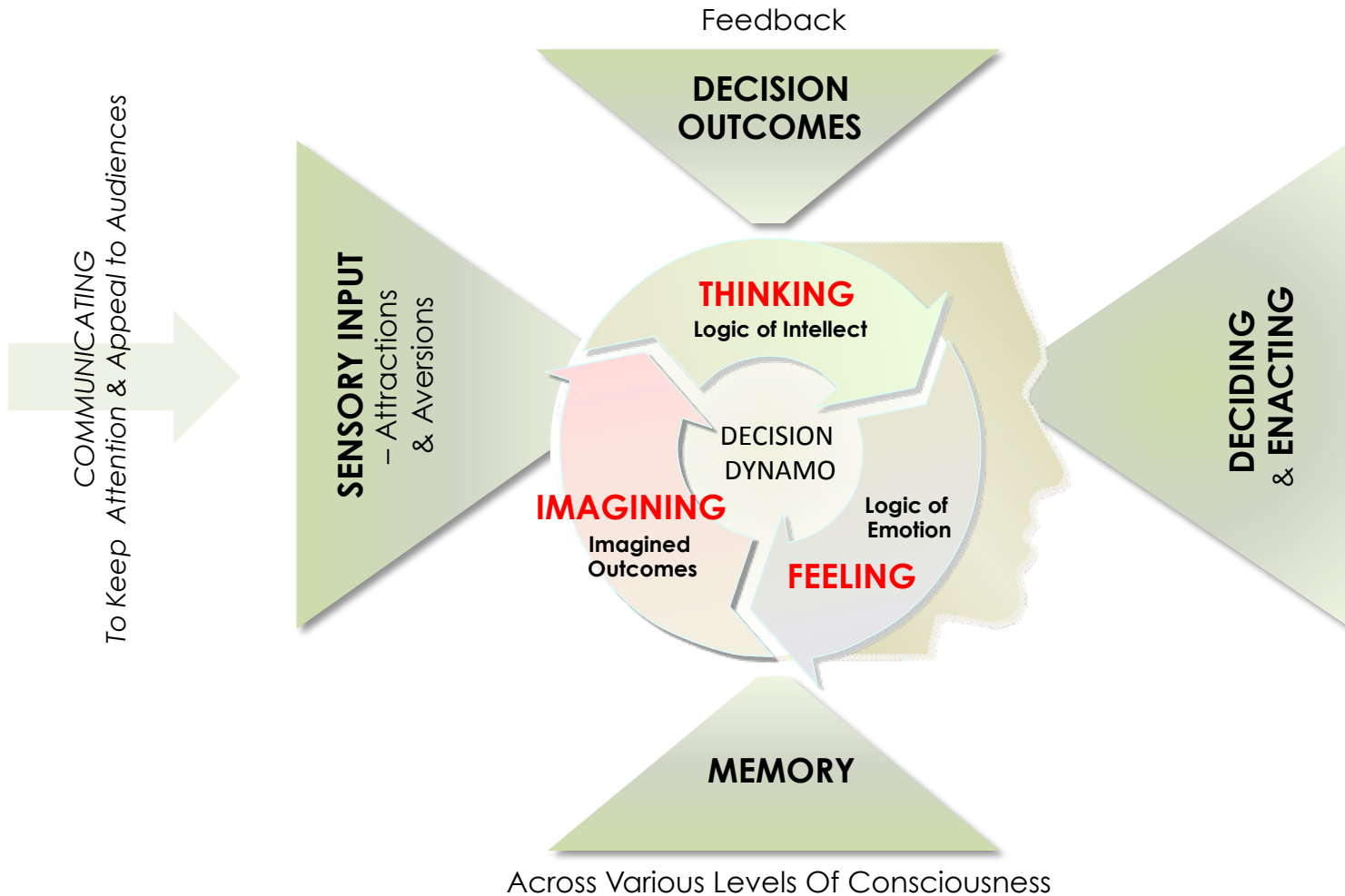
## CONCEPT #3:

# Understand Decision Making Preferences

In order to understand our audience's decision making preferences, we must have an adequate model of decision making. The next pages display the model used in this research.

The core of the decision model is that a **logic of intellect, logic of emotion** and **imagined outcomes** are used in making decisions. As we understand the preferences that people use in their decision making process, we can appeal to that logic in our communications.

# ➤ Overview of Decision Making Process





# ➤ Decision Making Preference Examples

## INTELLECT DECISION PREFERENCES

### Accuracy—Intuition

Just give me the FACTS then I'll decide *or* I can QUICKLY SEE where this is going.

### Good—Evil

I want to do something GOOD *or* I want to GET AROUND the law/norms in this decision.

### Power—Powerless

I choose to increase my POWER *or* I wish to DEFER POWER to someone else.

## EMOTIONAL DECISION PREFERENCES

### Trust—Fear

I am TRUSTING someone as I make this decision *or* I'm AFRAID of others such as authorities/circumstances.

### Freedom—Bonding

I want FREEDOM *or* I want to be more BONDED to someone/something.

### Honor—Shame

I want HONOR from someone *or* I decide to accept the SHAME I believe I deserve.

## IMAGINED OUTCOME PREFERENCES

### Meaningful—Meaningless

I want this decision to be MEANINGFUL *or* This decision will be MEANINGLESS.

### Thriving—Surviving

I want to THRIVE today through this decision *or* I want to SURVIVE this day.

### Desired Identity—Undesired Identity

I choose to enhanced my DESIRED IDENTITY *or* I choose my UNDESIRED IDENTIT Y as I make this decision.

*Are your logical appeals appropriate for your audiences?*

## ➤ Previous Choices

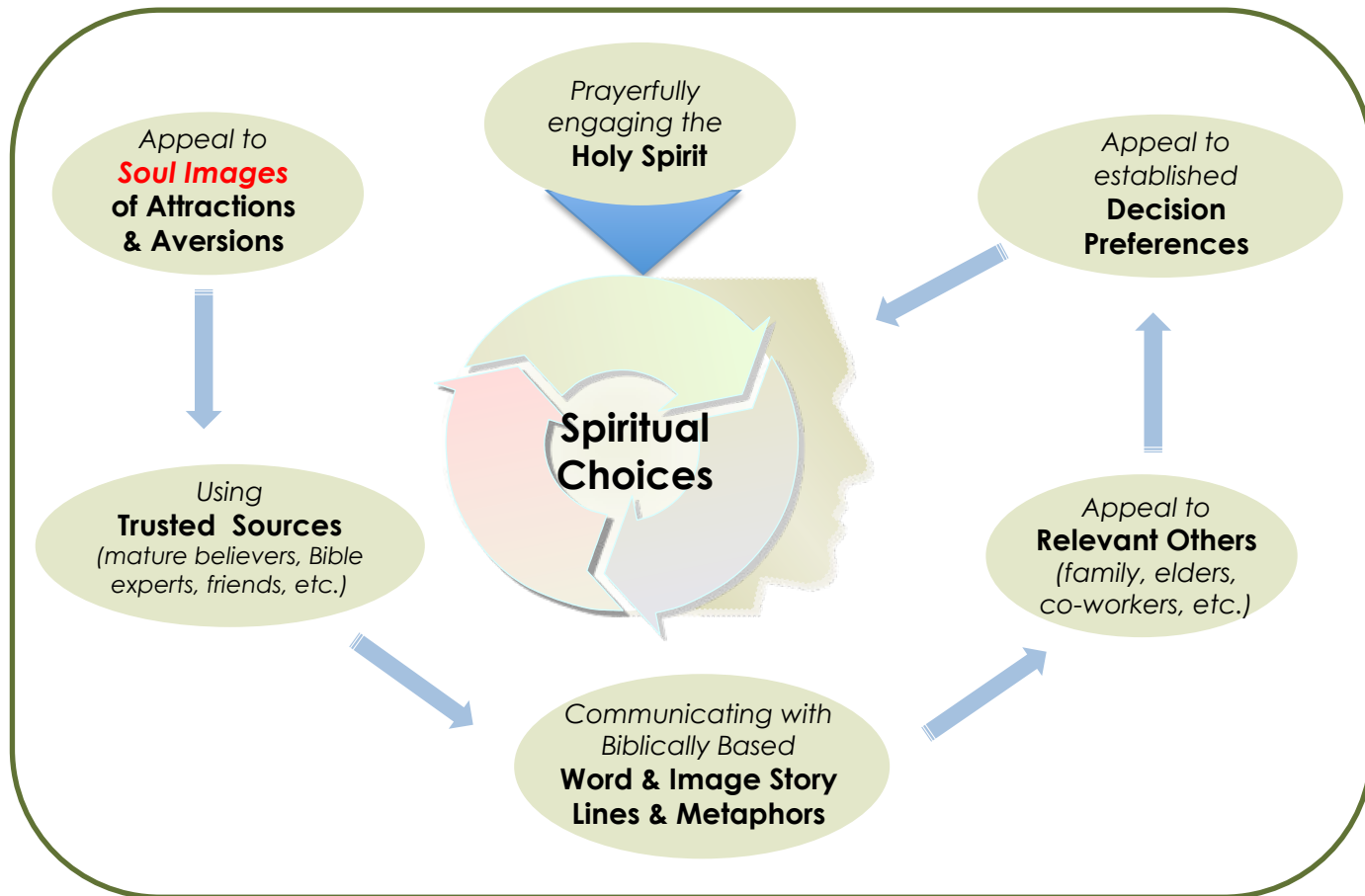
*A guiding concept for better influencing a target audience is to understand the choices people have previously made.*

*That qualitative data can be valuable, but it is not the focus of Soul Image Research.*

***The advantage of image-based research is that it gives us an window into the WHY's of audience behavioral choices.***

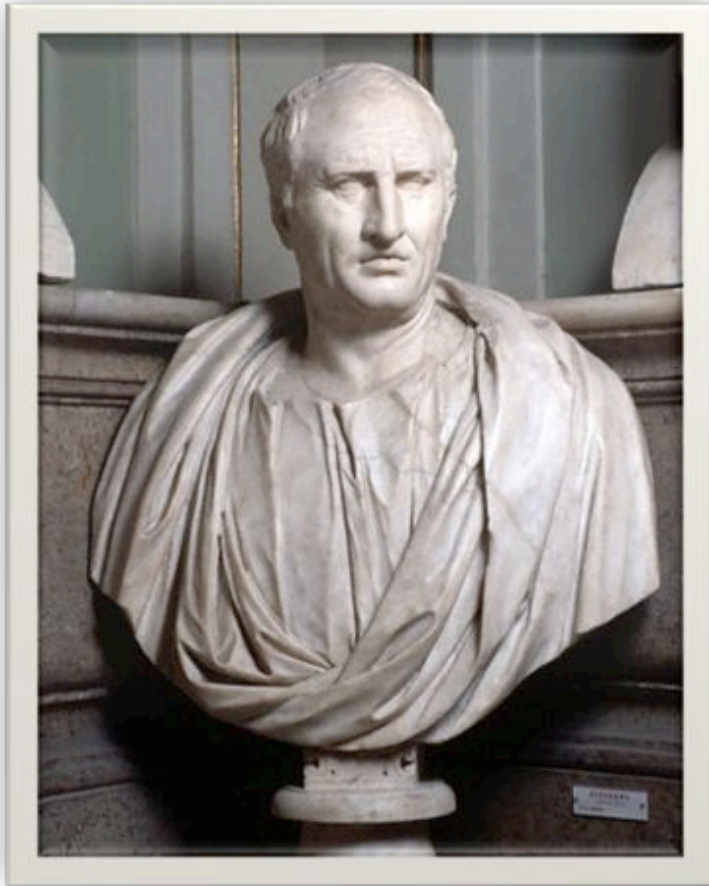
## CONCEPT #4:

# Aim to Influence an Audience's Spiritual Choices



People have 'iceberg' awareness of what attracts and repels them. We influence people by appealing to those attractions and aversions and using trusted sources (experts, etc.) to communicate with words and images that appeal to all stakeholders in a decision (family, etc.) through their established decision making preferences as they make spiritual choices. All while depending on the Holy Spirit to produce real spiritual change!

# Influencing Spiritual Choices



Cicero (106-43 BC)

“If you wish to persuade me, you must think my thoughts, feel my feelings, and speak my words” ... *and see my images and imagine my futures.*

*Italicized phrase added*



SIR Team  
&  
Pricing Options

# Team Leader – Ralph Ennis

## Education

Masters in Intercultural Relations from Antioch University  
Bachelors in Education (Mathematics) from North Carolina State University

## Culture and Decision Research and Writings

Image-Based Research in Seven Cultures Project (associate)  
Introduction to the Russian Soul (booklet co-author)  
Introduction to the Mainland Chinese Soul (booklet co-author)  
Building Bridges: Black/White Relations in the USA (workbook co-author)  
Decision Preference Inventory  
Workplace Values and Corporate Culture Inventory  
Personal Image Profile (on-line inventory)  
Trinity School Research Project  
Mid-Atlantic Collegiate Research Project  
A Theoretical Model for Research in Intercultural Decision Making (thesis and academic article)  
Ethical DNA Model for Artificial General Intelligence (academic article)  
Evaluating Virtue and Vice Values for Ethical Artificial General Intelligence (academic article)



## Discipleship Ministry and Writings

The Navigators (1975 – present)  
Princeton University, Richmond Community, Glen Eyrie Leadership Development Institute,  
The CoMission - Director of Training Curriculum, National Training Team  
Pastor of Discipleship and Adult Education, Crossroads Fellowship  
The Shame Exchange: Trading Shame for God's Mercy and Freedom (book co-author)  
Worth a Thousand Words: the Power of Images to Transform Hearts (digital book co-author)  
Connect Bible Study Series (co-author of series on GOD, IDENTITY, SOUL, RELATIONSHIPS, LIFE, FREEDOM)  
Breakthru: Spiritual Gifts and Primary Roles Inventories

## International Experiences

Russia (lived in Moscow 1994-95)  
China, Romania, Rwanda, Ecuador, Jamaica, India, Ukraine, Spain, etc.

# Associate – Jennifer Ennis

## **Psychiatric Nurse**

Wake County Mental Health & Alcoholic Treatment Center (8 years)  
Peter van Dyck and Associates (15 years)

## **Research and Writings**

Image Based Research in Seven Cultures Project (associate)  
Introduction to the Russian Soul (co-author)  
Introduction to the Bulgarian Soul (co-author)  
The Shame Exchange (co-author)  
Pray for Your City (co-author)

## **Ministry Experiences**

The Navigators (1975 – present)  
Princeton University, Richmond Community,  
Glen Eyrie Leadership Development Institute,  
The CoMission, National Counseling Team  
JourneyMates, Co-Founder (2006 – present)

## **International Experiences**

Korea (lived in-country 1968-69)  
Russia (lived in Moscow 1994-95)  
China, Romania, Rwanda, Jamaica, Bulgaria, etc.



# Pricing Options

**Each SIR project is customized** for client needs, location of research, number of participants, etc. Pricing will be done collaboratively with the client.

- Short-term projects are approximately \$2,500 per target audience\*.
- Intensive SIRs may be \$50,000 or more per target audience.
- The development a soul booklet for the target audience will be an additional \$25,000 plus.
- Prices are adjusted for number and locations of presentations.

*\* target audience includes males and females from one age group.*



# SOUL IMAGE RESEARCH

*Influencing Spiritual Choices*

For further information, contact:

**Ralph Ennis**  
**LEAD Consulting**

919-395-3149  
ralphennis@gmail.com

Price customized for each project.

