

# The 8 Personas of Jesus

He Gets Us.



HOW DO YOU COMPARE?



# A STRATEGIC PARTNERSHIP



McQUEEN  
ANALYTICS

He Gets Us.®

**Identify:** 60,000 interviews on Jesus in the past 18 months

**Integrate:** Be an integral part of the team

**Insights:** Truths that, once declared, are obvious and powerful

**Upfront:** Feed the development and growth of understanding

# CIRCUMPLEX MEASURES

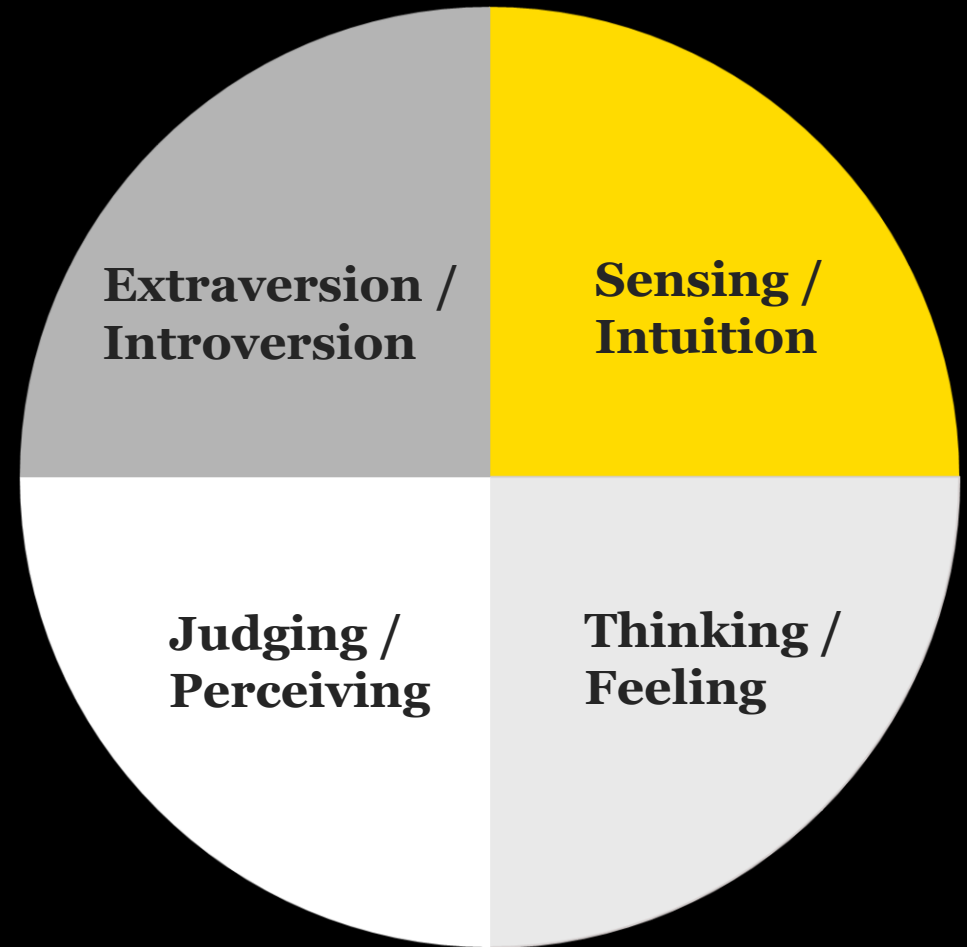
Circumplex tools give a circular representation of the data, and each spot along the circle represents a good place to be

Most personality assessment tools use the circumplex methodology to array dimensions

Being quiet and introspective is good; being out-going is good, but which one guides your way of being?

# MYER-BRIGGS AND STRENGTHSFINDER USE UNDERLYING CIRCUMPLEX METHODOLOGIES

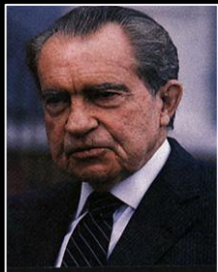
- 45 degrees either way are positive, but weakly correlated
- 90 degrees either way are independent of each other
- 180 degrees are negatively correlated



# PUBLIC PERSONAS: CONTRAST ONE SIDE VS. THE OTHER



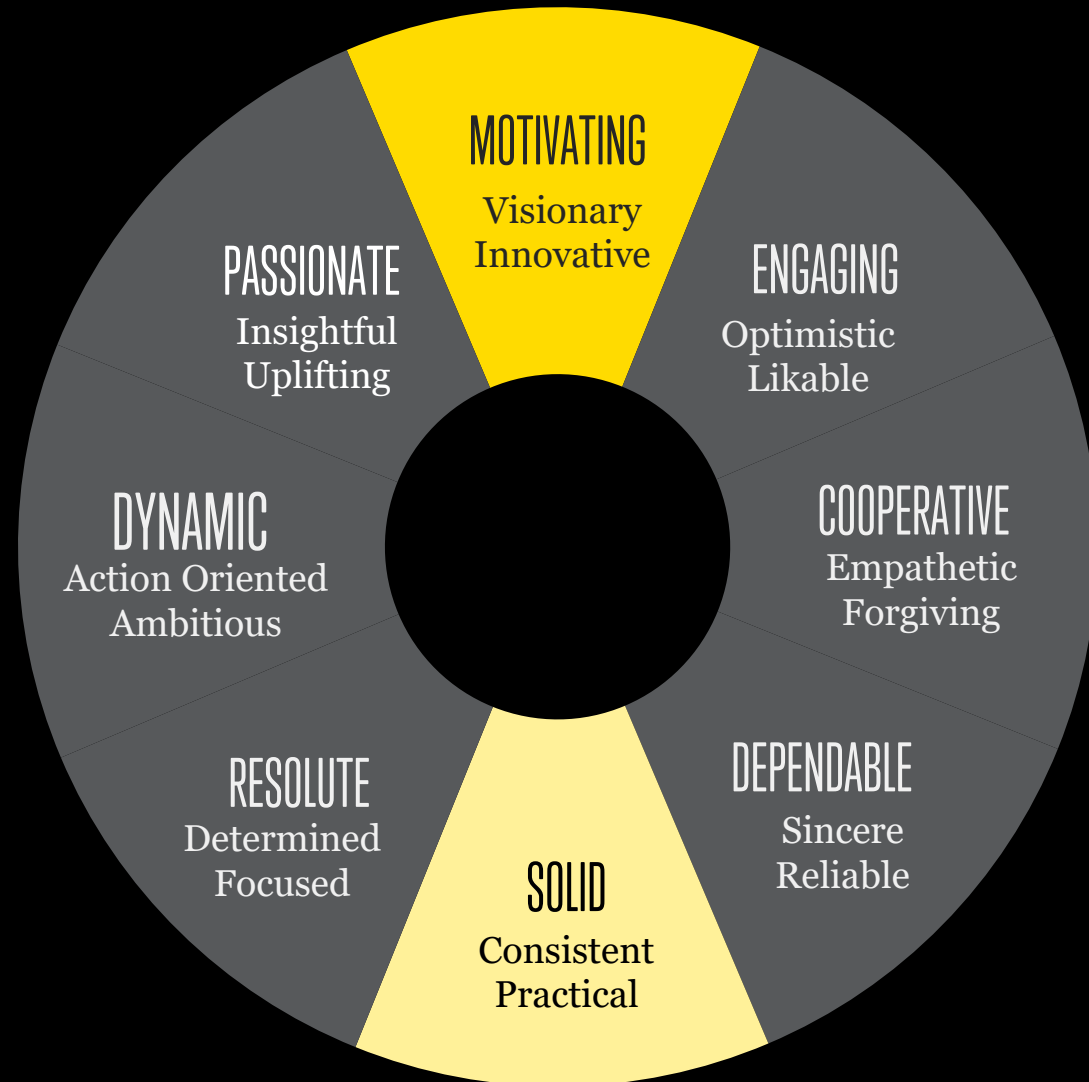
Franklin  
Roosevelt



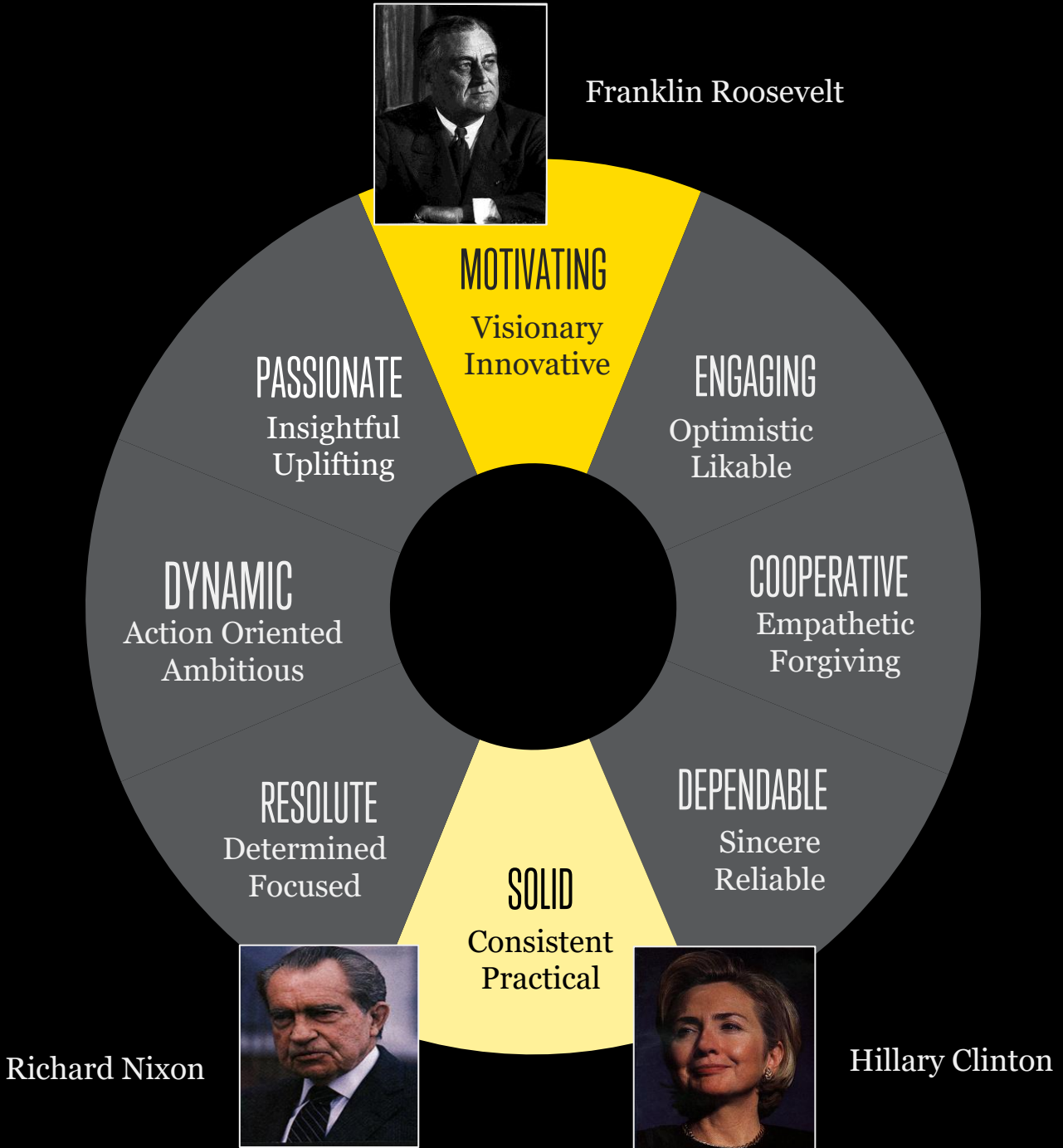
Richard  
Nixon



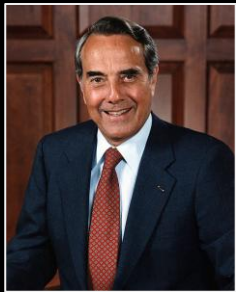
Hillary  
Clinton



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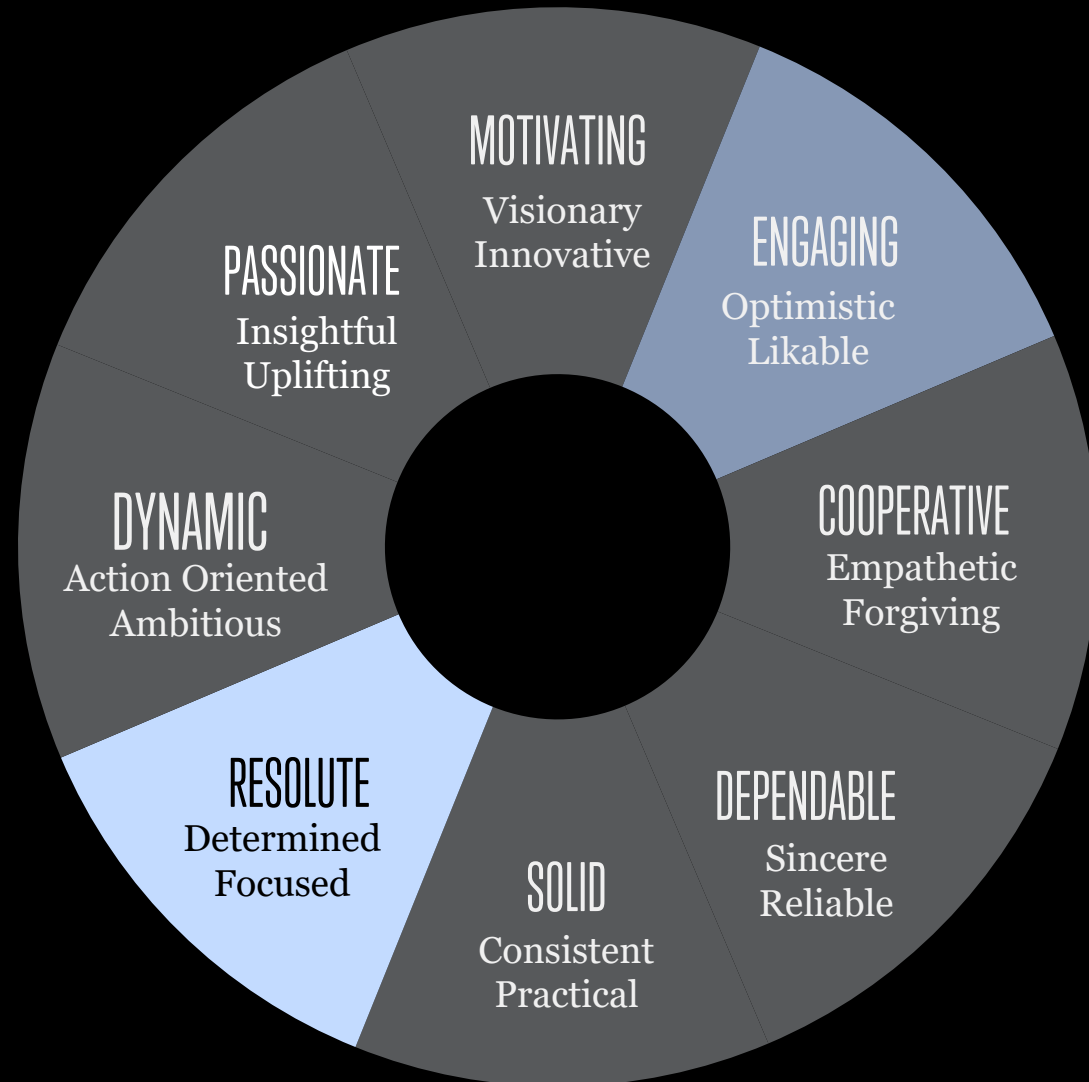
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Bob Dole



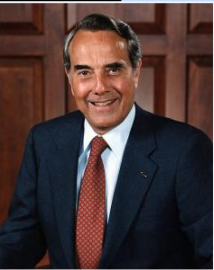
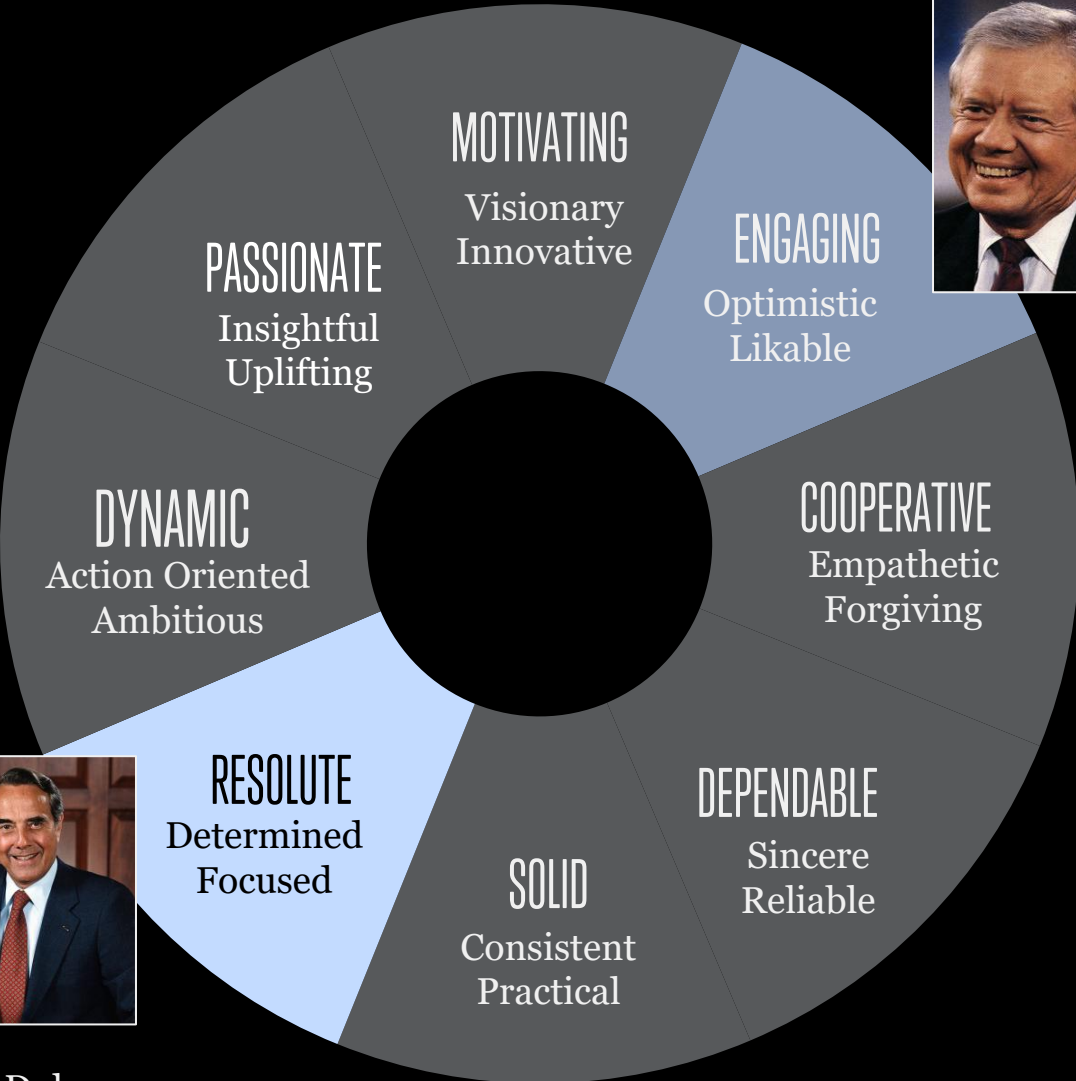
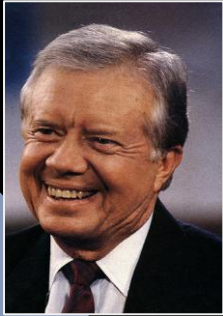
Jimmy Carter





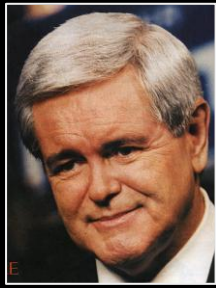
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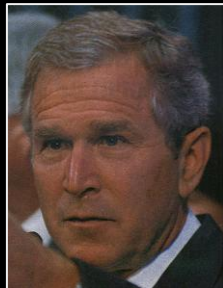


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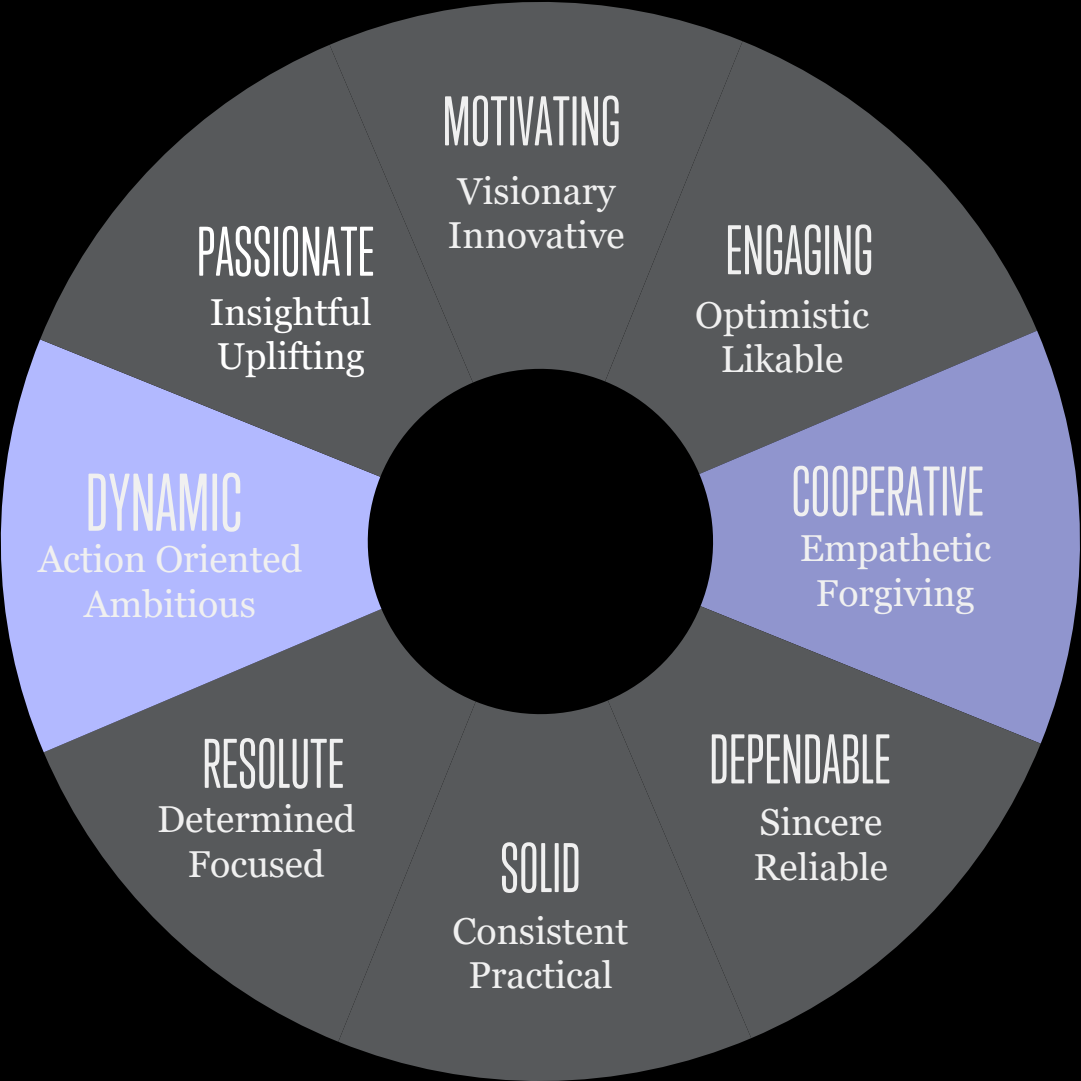
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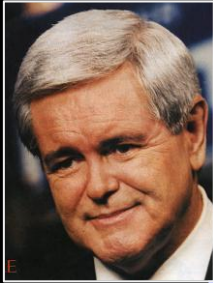
Newt Gingrich



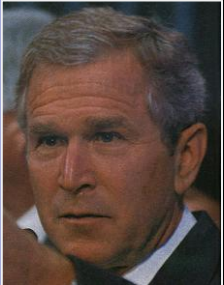
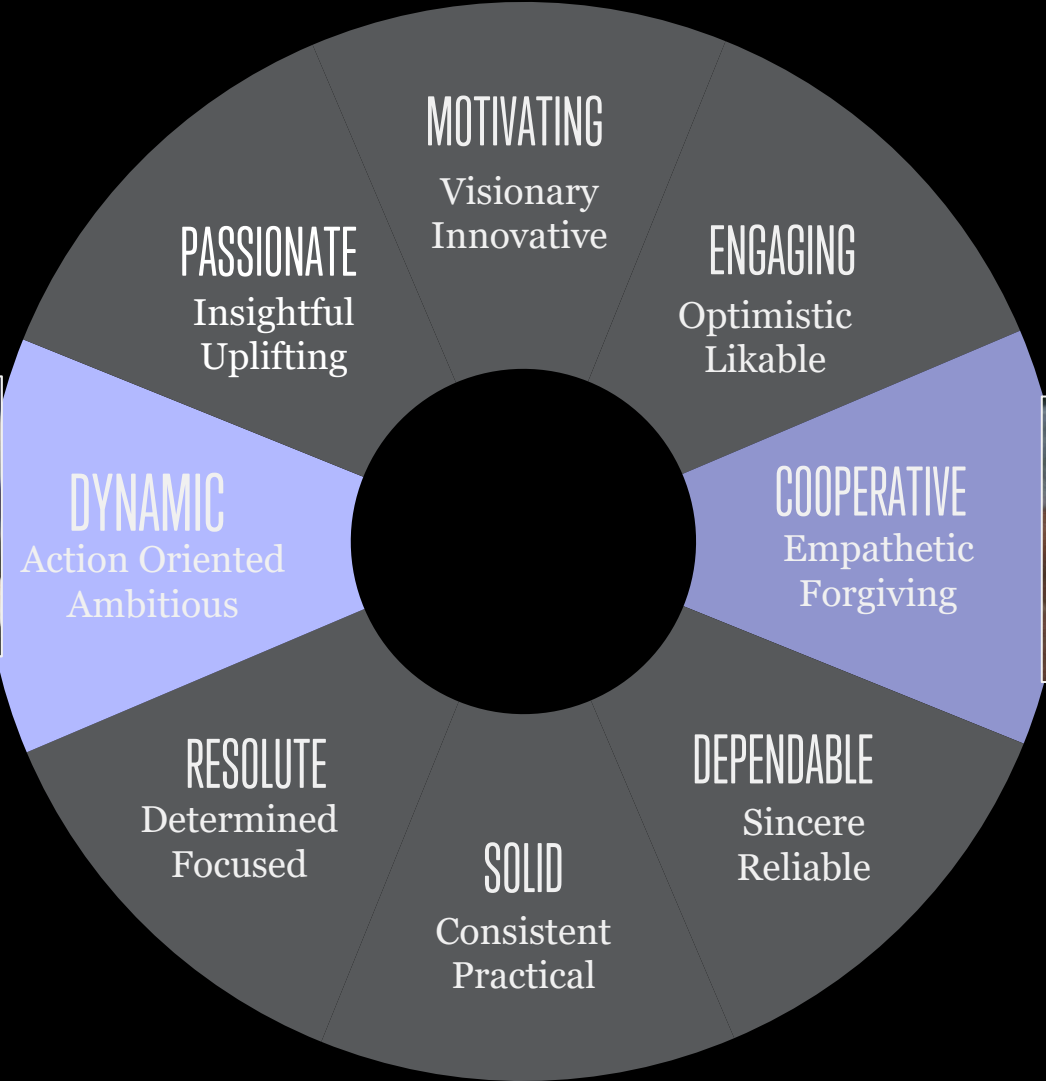
George Bush



# PUBLIC PERSONAS: CONTRAST ONE SIDE VS. THE OTHER

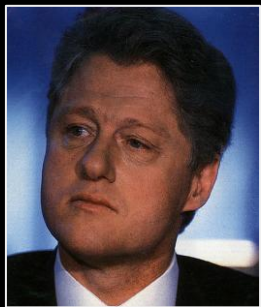


Newt Gingrich



George Bush

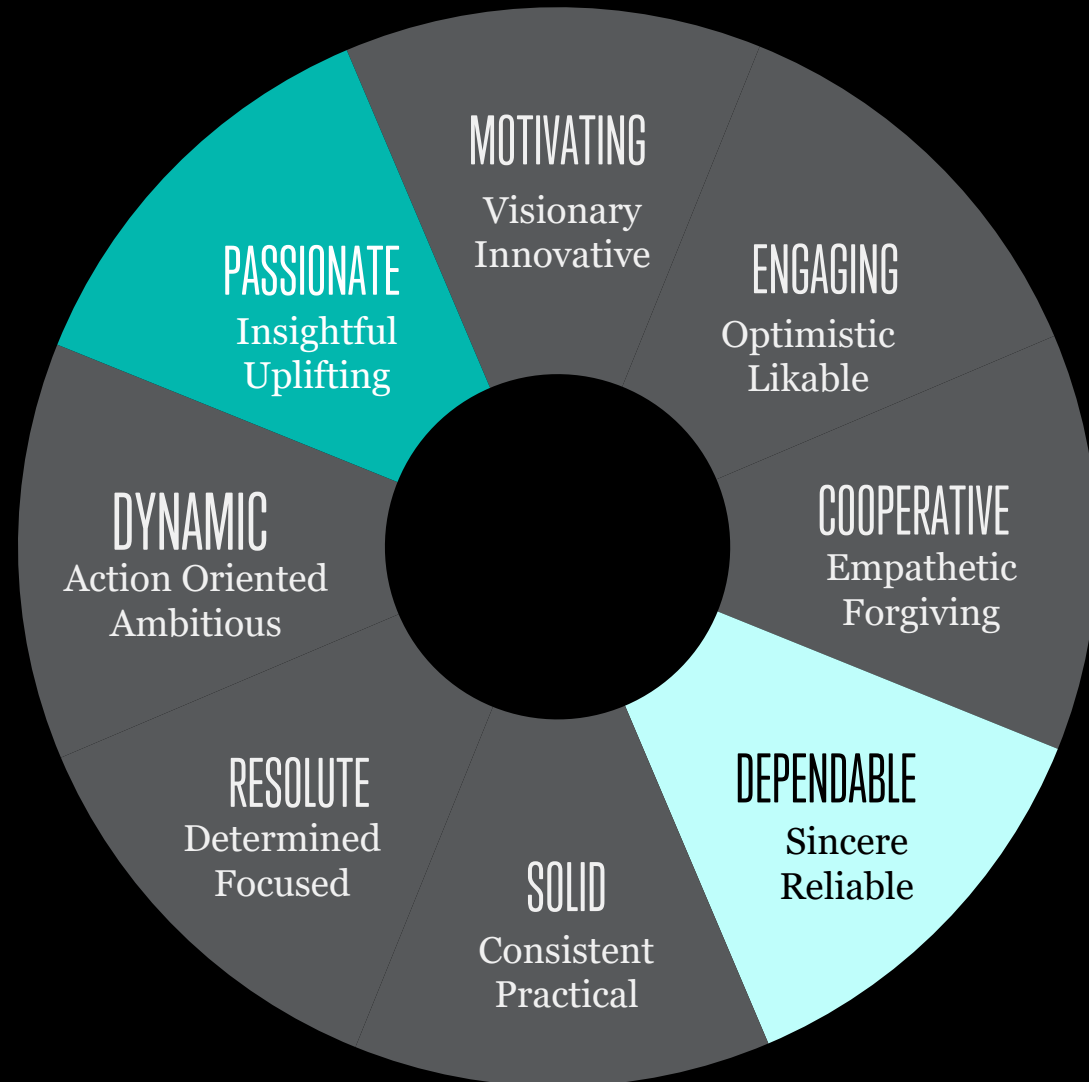
# PUBLIC PERSONAS: CONTRAST ONE SIDE VS. THE OTHER



Bill Clinton



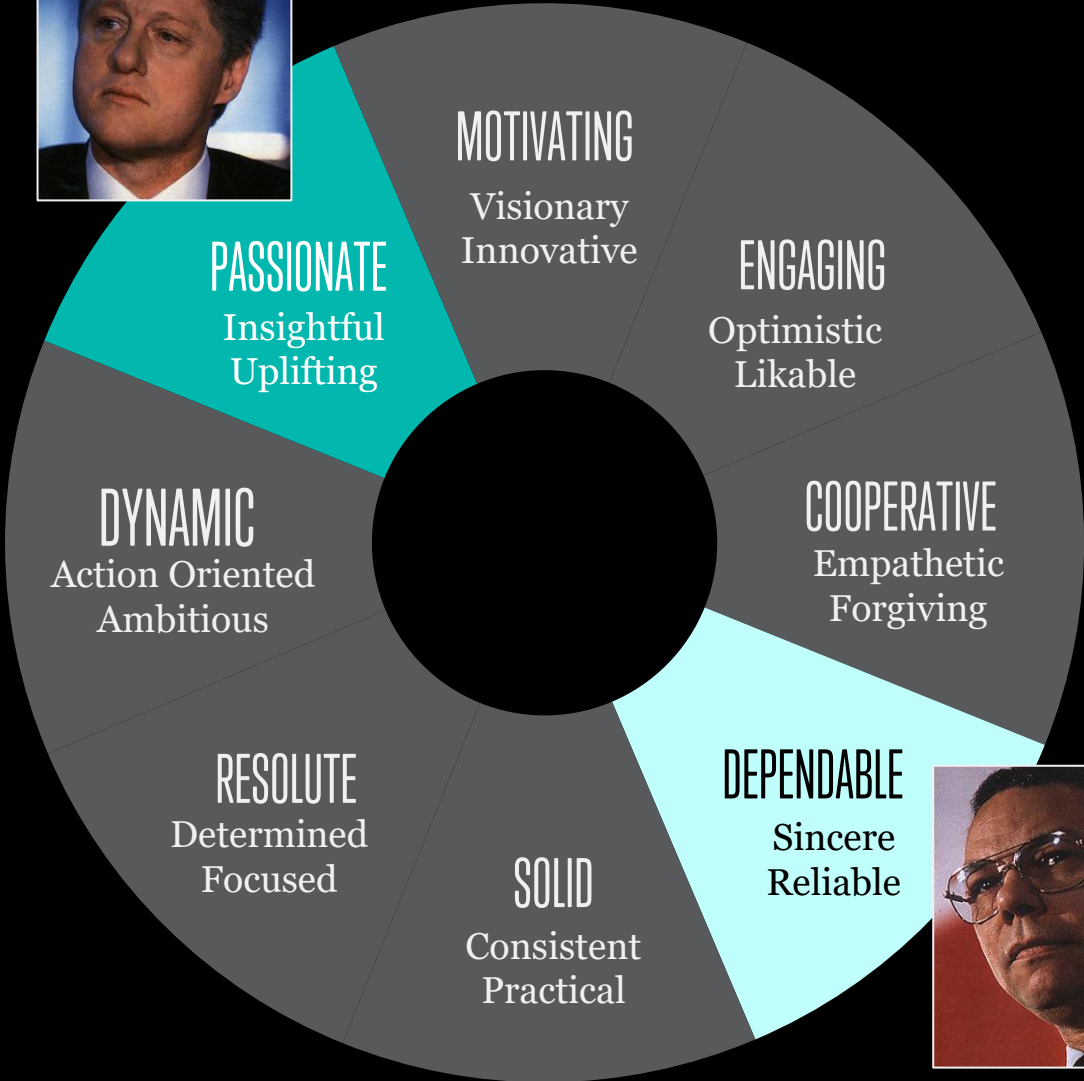
General Colin Powell



# PUBLIC PERSONAS: CONTRAST ONE SIDE VS. THE OTHER



Bill Clinton



General Colin Powell

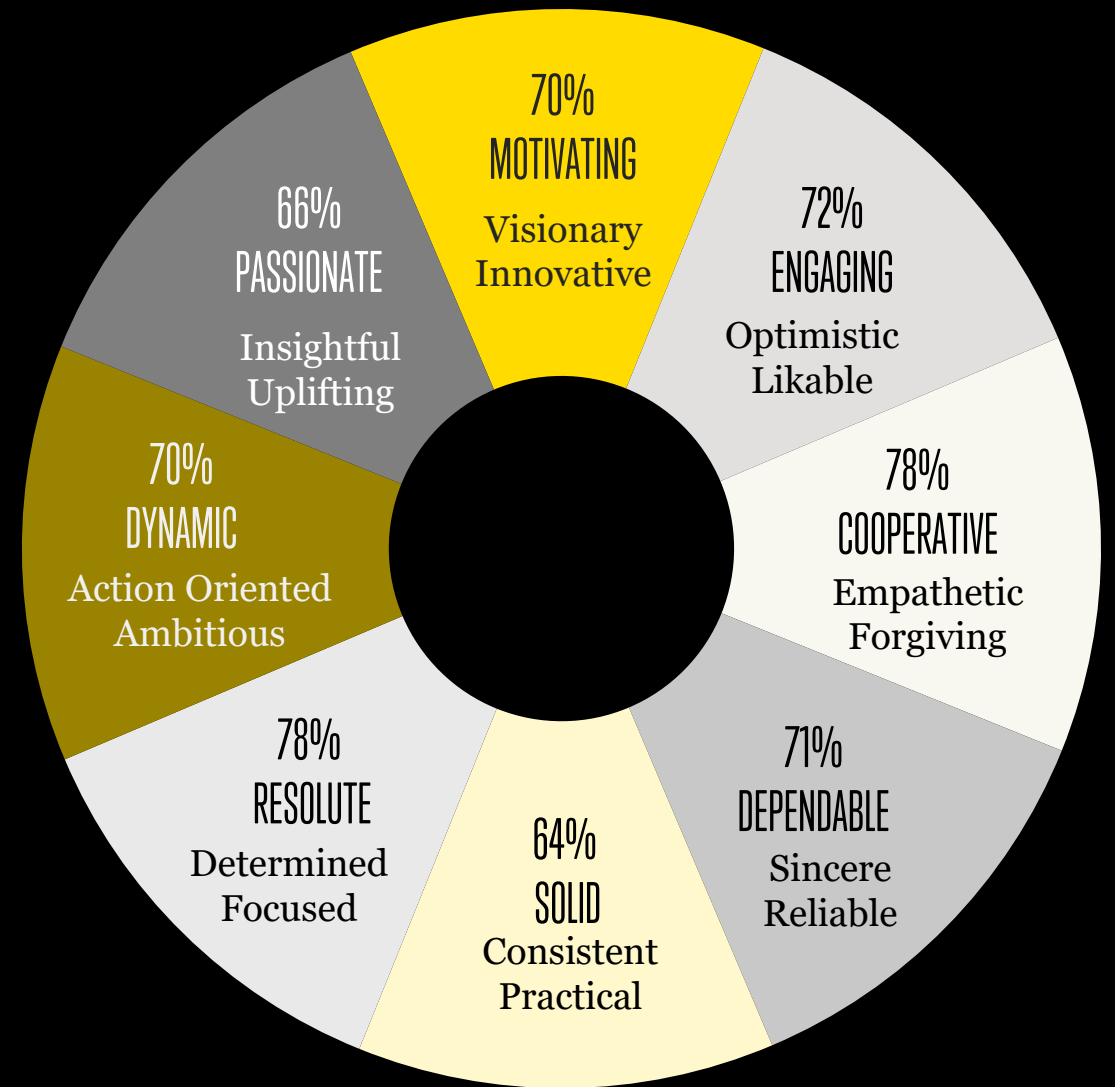
An open book is shown in a dark, low-key setting. The pages are filled with text, which is mostly obscured by a large, bold, yellow title. The title reads "JESUS IS LIKE NO OTHER PERSON IN HUMAN HISTORY". The background text on the pages is faint and includes phrases like "As for his...", "Because he...", "And did he...", "Robbed his...", "And his people...", "Behold, he...", "die for his inquiry", "Following Masore...", "Text, Targum, and Vulgate; S...", "All of...", "And...", "Will be ne...", "root...", "17:7 Following Sept...", "18:17 Following Masore...".

# JESUS IS LIKE NO OTHER PERSON IN HUMAN HISTORY

In a study of 4,000 Americans, we found that Jesus had 8 different combinations that encompass the entire Persona Circumplex

# JESUS' STRENGTHS SPAN THE 8 PERSONA DIMENSIONS

- No other profile has ever shown strength in every sector of human personalities.
- All other profiles contrast. Those resting on the top, are less strong on the bottom; left strong meant right was less strong.
- Jesus has strengths in each area, understanding our strengths, but equally able to help us compensate for our weaknesses.



# THE PERSONA OF JESUS

## **Visionary and Safe**

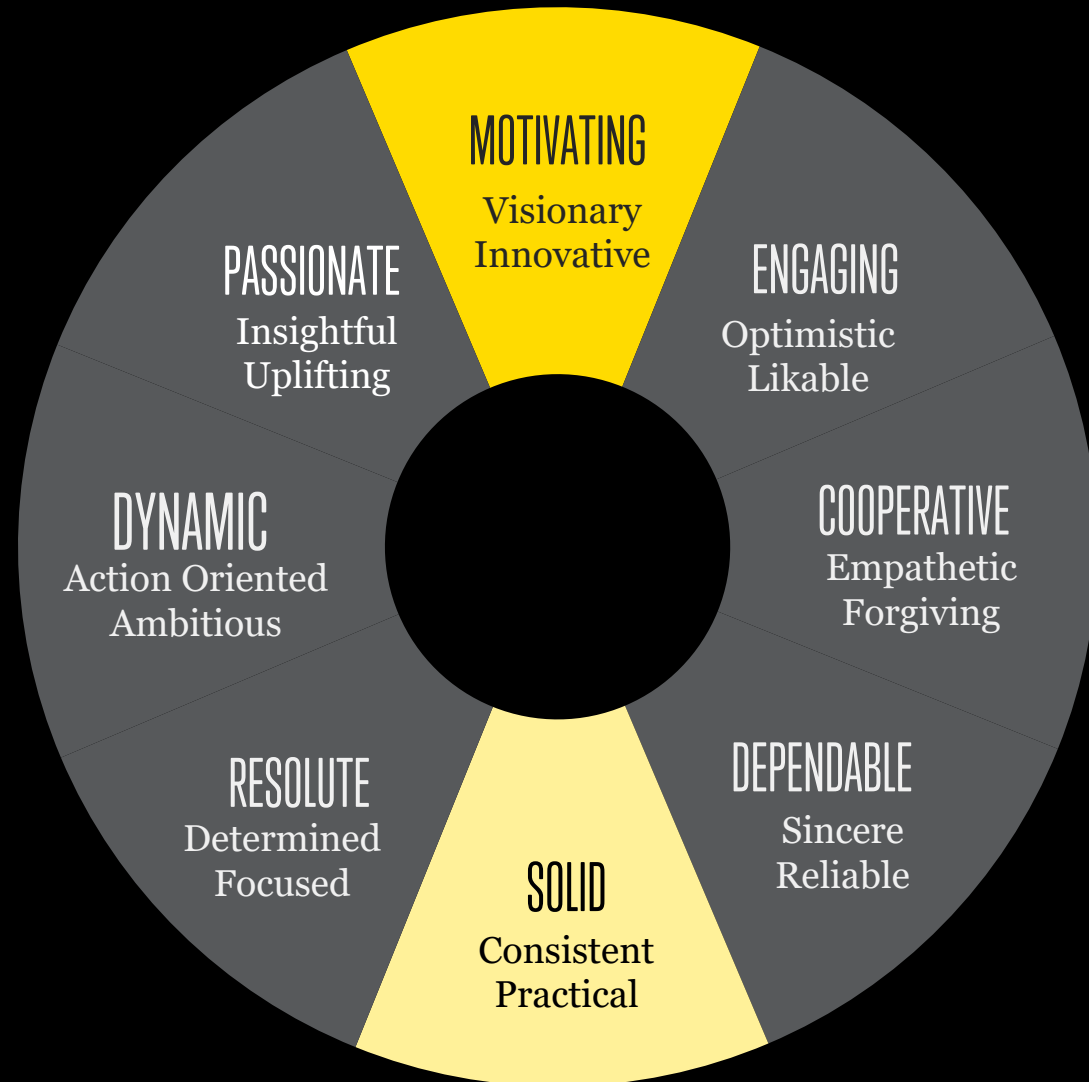
I am the good shepherd. The good shepherd lays down his life for the sheep.

## **Open-minded and Disciplined**

My Father's house has many rooms: if that were not so, would I have told you that I am going to prepare a place for you?

## **Motivating and Consistent**

I am the way and the truth and the life.





# THE PERSONA OF JESUS

## Positive and Purposeful

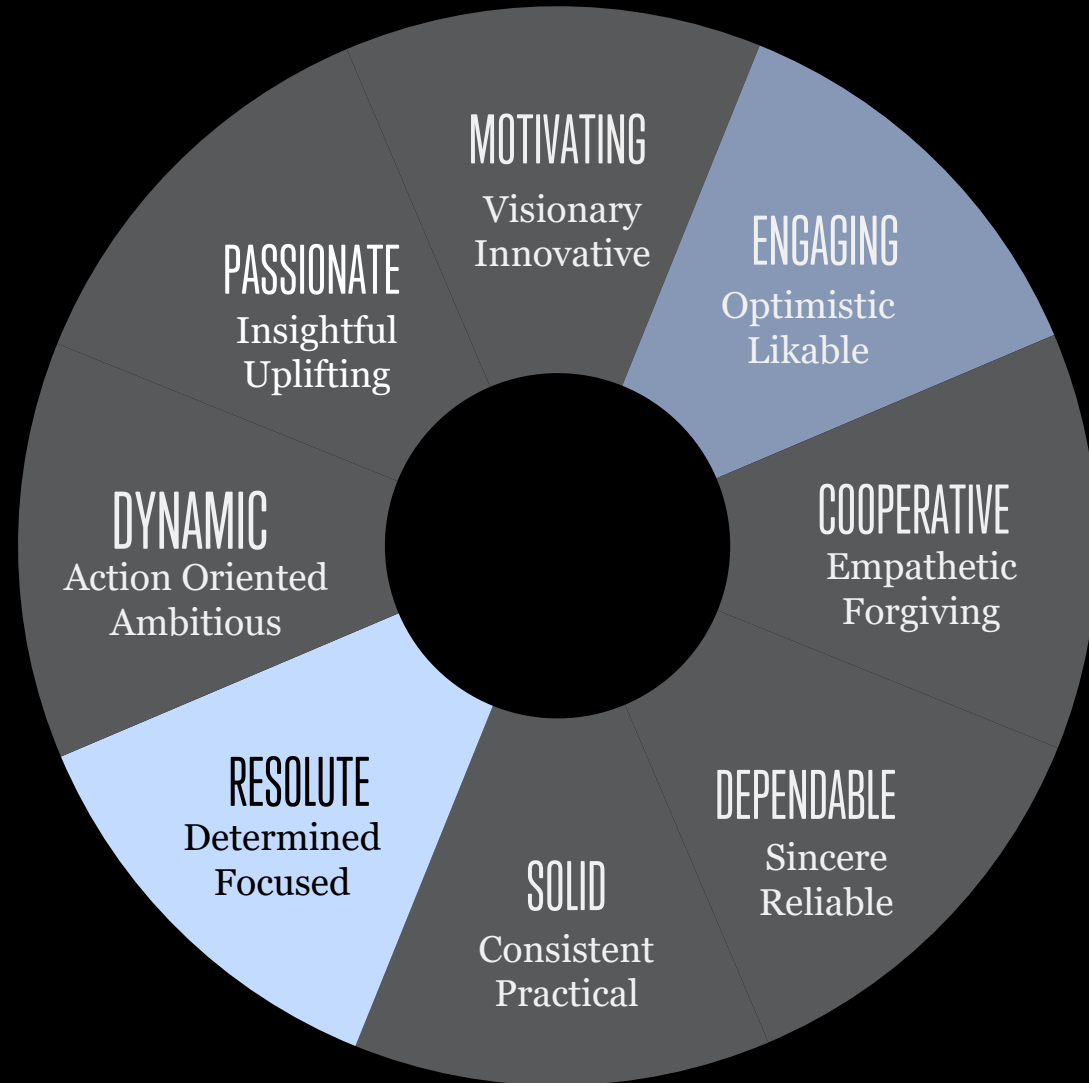
I have come that they may have life, and have it to the full.

## Warm, Strong and Steadfast

Let the children come to me, and do not hinder them, for the kingdom of God belongs to such as these.

## Approachable and Committed

Come to me, all you who are weary and burdened, and I will give you rest.



# THE PERSONA OF JESUS

## Dynamic Empathy

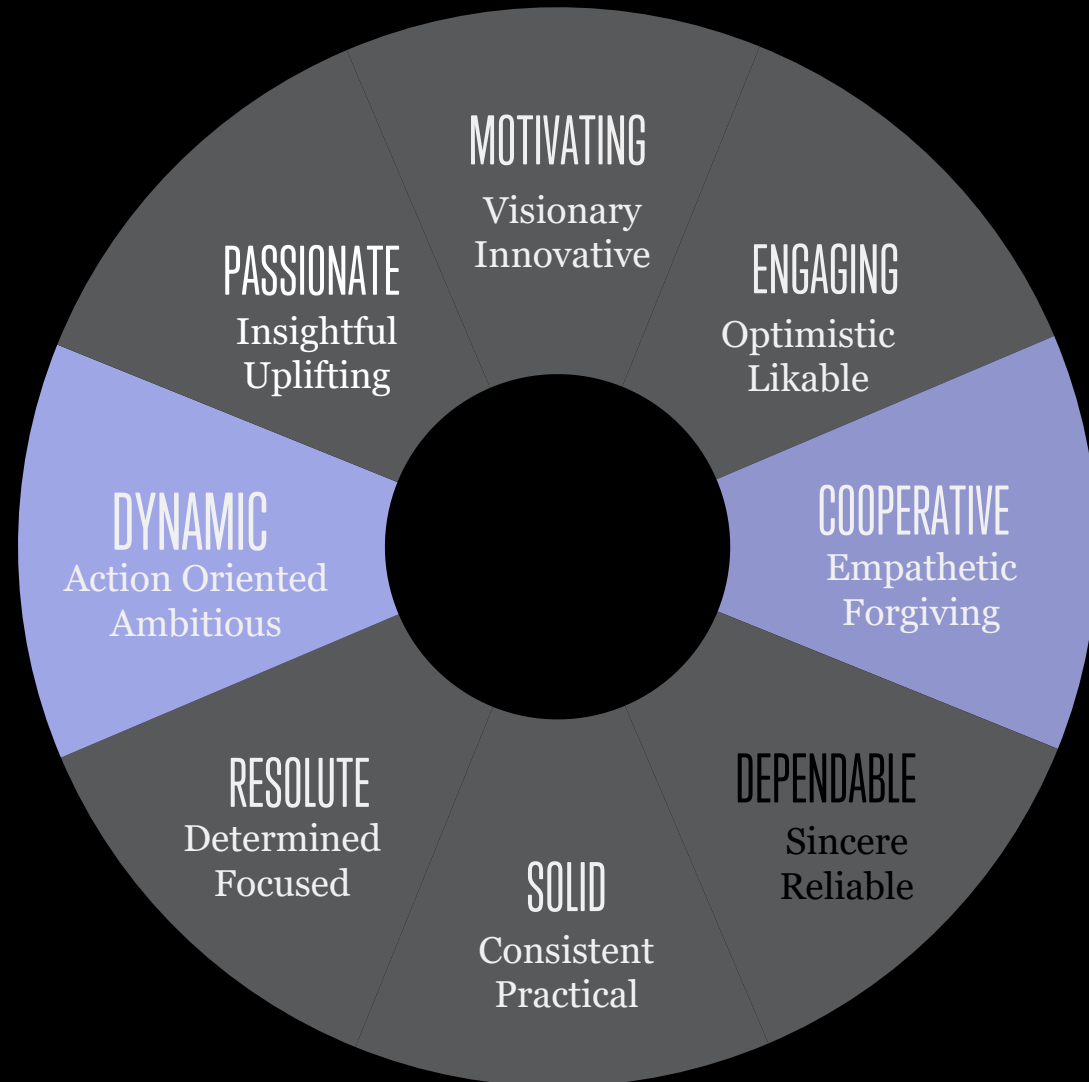
When he saw the crowds, he had compassion on them because they were harassed and helpless, like sheep without a shepherd.

## Results Driven, Caring

Then he touched their eyes and said, “According to your faith let it be done to you”; and their sight was restored.

## Patient, Forgiving and Decisive

Lord, how many times shall I forgive my brother or sister who sins against me? Up to seven times? Jesus answered, “I tell you, not seven times, but seventy-seven times.”



# THE PERSONA OF JESUS

## Honest and Energizing

The thief comes only to steal and kill and destroy; I have come that they may have life, and have it to the full.

## Empowering and Reliable

Go and make disciples of all nations, baptizing them in the name of the Father and of the Son and the Holy Spirit ... And surely, I am with you always to the very end of the age

## Compelling and Faithful

If we are faithless, he remains faithful, for he can not disown himself.



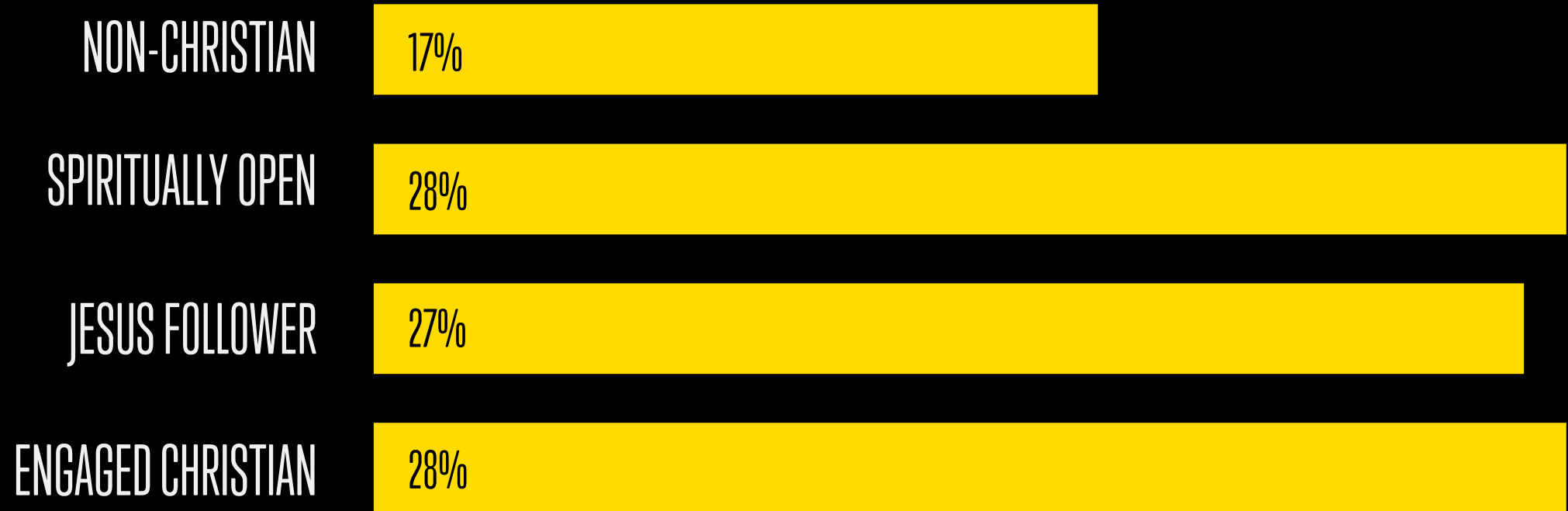
# KEY TAKEAWAYS

1 Jesus understands and loves our strengths and can support us in our struggle.

2 Insights that flow from Jesus will always be unexpected and confounding.

3 The Bible illustrates in the personas of Jesus the vision of what people can and should be.

# MODEL BREAKDOWN BY SEGMENT



# THREE DISTINCTIVE JESUS PERCEPTION GROUPS

## Engaging, Empathetic

### SPIRITUALLY OPEN

Empathetic

Engaging

Compassionate

Cooperative

Optimistic

## Inspired Action

### JESUS FOLLOWERS

Motivating

Passionate

Impactful

Action-Oriented

Inspiring

## Determined, Reliable

### ENGAGED CHRISTIANS

Determined

Reliable

Steadfast

Purposeful

Unwavering

# JESUS CONTINUUM & JESUS PERSONA CLUSTERS

The Jesus Continuum groups populated these 3 clusters with different proportions.

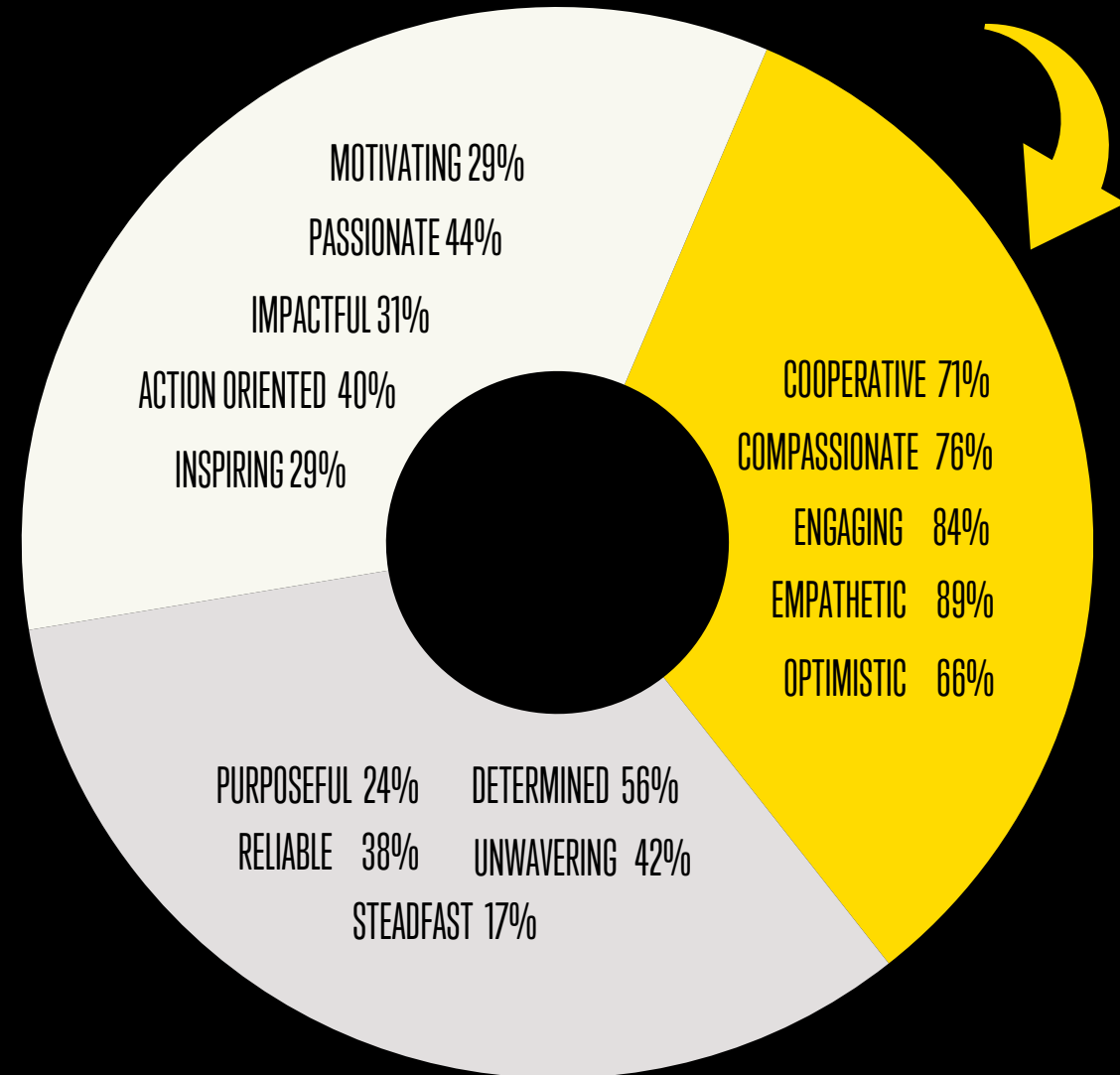
- Those who are **Spiritually Open** are first drawn by his loving and engaging, empathy.
- **Jesus Followers** are drawn by the actions they see in him, as their own lives.
- **Engaged Christians** rejoice in his unconditional love, but rest in his forever presence.

	SPIRITUALLY OPEN	JESUS FOLLOWERS	ENGAGED CHRISTIANS
INSPIRED ACTION	27%	49%	23%
ENGAGING EMPATHETIC	56%	29%	40%
DETERMINED RELIABLE	22%	21%	37%

# “ENGAGING EMPATHETIC” PERCEPTIONS OF JESUS

- Both Spiritually Open and Engaged Christians find the “Engaging Empathetic” Jesus persona much more motivating than the other two personas.
- Certainly, this persona for those first coming to know more about Jesus are approachable, and his empathy and compassion are very engaging.
- For Engaged Christians this persona captures these same strengths, but his unconditional love also falls within this cluster of attributes.

## SPIRITUALLY OPEN + ENGAGED CHRISTIANS

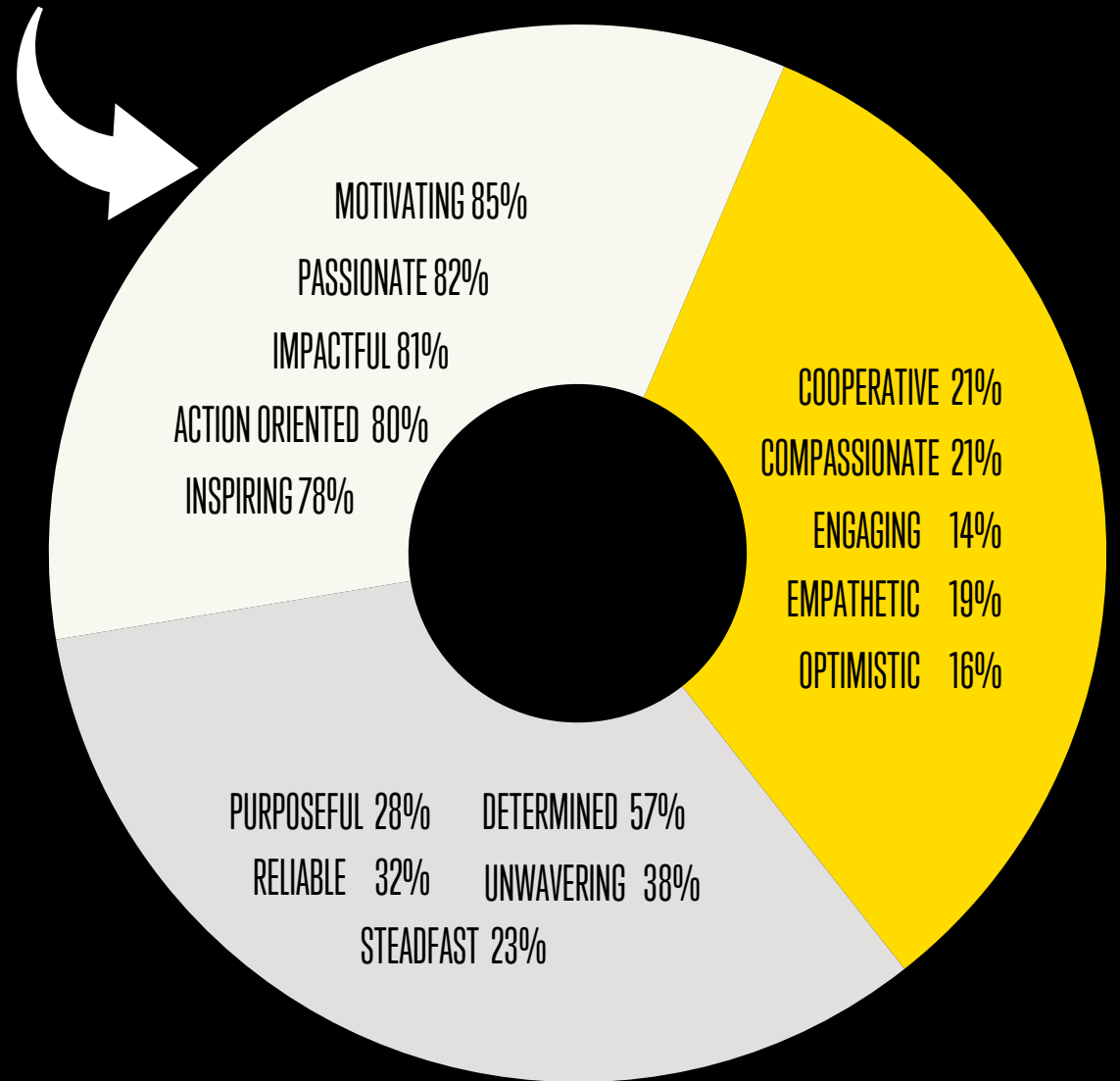




# “INSPIRING ACTION” PERCEPTIONS OF JESUS

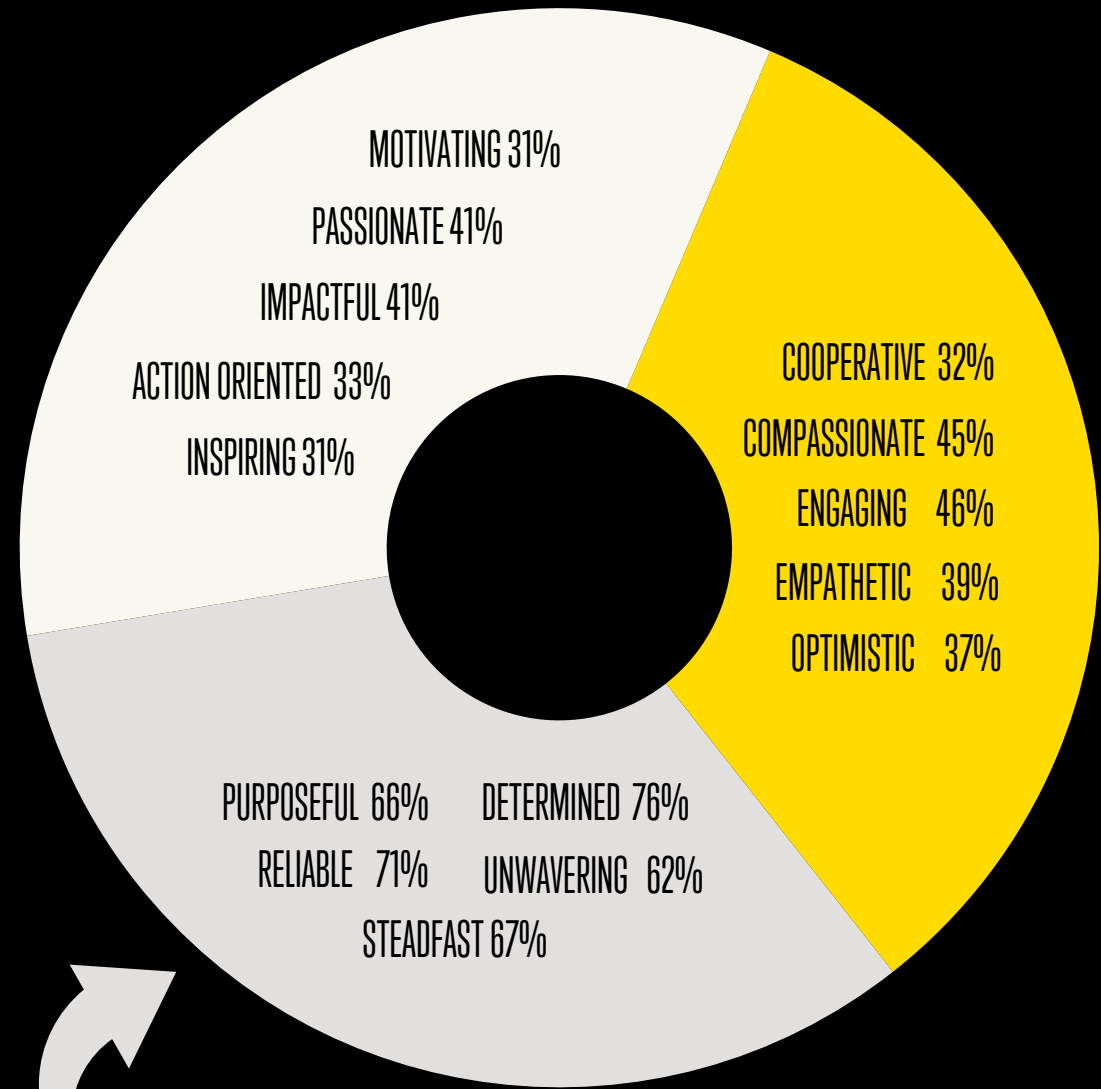
- Jesus Followers find this action-oriented, result-driven persona the most motivating.
- For some, as they move to follow Jesus perhaps for the first time, their passion for him, and his passion for them is inspiring.
- For others, who respect and want to proclaim themselves Jesus Followers perhaps it is this active, impactful promise that draws them close.

## JESUS FOLLOWERS



# “DETERMINED RELIABLE” PERCEPTIONS OF JESUS

- More Engaged Christians are drawn to this cluster of attributes than the other two groups.
- This was the only cluster that showed an age profile, with those over 65 years old significantly more likely to value these traits.
- The obvious connection is that these mainly older Engaged Christians have witnessed Jesus’ presence in their lives in a reliable, unwavering, and steadfast way. Giving purpose to their faith and devotion to Jesus.



ENGAGED CHRISTIANS

QUESTIONS?

