A young child with short brown hair is the central focus, wearing large, light blue over-ear headphones and colorful, patterned sunglasses. The child is wearing a blue and white patterned scarf and a striped sleeveless top. They are sitting in a crowd at an outdoor event, with other people and structures visible in the background under a clear blue sky.

# *Listen* FIERCELY

## VISION

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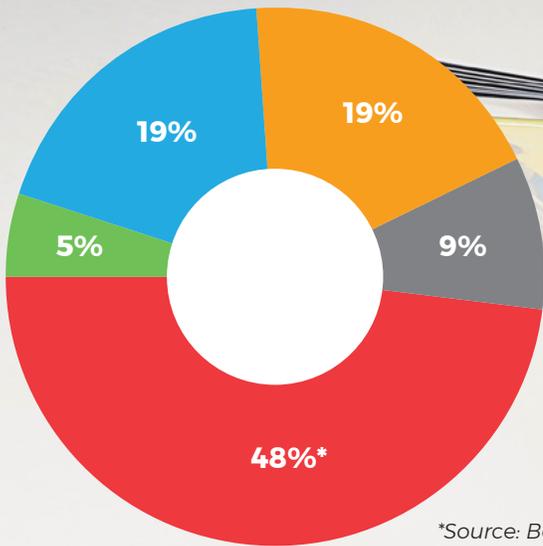
TRANSFORMING BELIEVERS  
INTO A LISTENING CULTURE,  
ONE DAY AND ONE PERSON  
AT A TIME.

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**94% OF AMERICANS  
OWN A BIBLE AND  
BELIEVE IT APPLIES  
TODAY.**

*Only 29% read it*  
**OUTSIDE OF CHURCH.**

**DESPITE ACCESS TO AN ARRAY OF  
SERMONS, BIBLE STUDIES AND  
CONFERENCES, MANY BELIEVERS ARE  
**NOT HEARING GOD'S VOICE** AND LACK  
THE GUIDANCE TO PROCESS THE  
BIBLE PERSONALLY.**



\*Source: Barna.com

- **BIBLE CENTERED:** Interact with the Bible frequently. It is transforming their relationships and shaping their choices.
- **BIBLE ENGAGED:** Interact with the Bible frequently. It is transforming their relationships with God and others.
- **BIBLE FRIENDLY:** Interact with the Bible consistently. It may be a source of spiritual insight and wisdom.
- **BIBLE NEUTRAL:** Interact with the Bible sporadically. It has little spiritual influence, but that influence may be growing.
- **BIBLE DISENGAGED:** Interact with the Bible infrequently, if at all. It has minimal impact on their lives.

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**WITH 48% OF PEOPLE DISENGAGED FROM THE BIBLE, THE OPPORTUNITY IS BROAD AND THE TIME IS NOW!**

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- ▶ **94% of Americans** own a Bible, yet **48%** are disengaged.
- ▶ **Only 10%** of Twentysomethings claim to have resilient faith.
- ▶ **Church dropouts** have risen by **64%**.

**Why are the stats so bleak?**

We believe many people lack guidance to **wrestle truth-fully** and process all they are learning from the Bible personally in a world full of toxic noise. Lies, shame, unresolved grief, conflict, broken trust, fear, and false belief systems keep us stuck, often blocking authentic living with Jesus and each other.



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# THE **yada** FACTOR™ SOLUTION

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## 1. ONE CURRICULUM

The Bible.

## 2. PROVIDING GUIDANCE

Certified Coaches train believers to **unlock the depths of knowing God using the key of listening.**

## 3. CHANGING THE QUESTION

Instead of using traditional Q & A Bible studies, YadaFactor shifts the seeker's paradigm to answer one question: **"What did God say to you today?"** Hearing God creates a self-initiating learner, whose primary teacher is Jesus. This discipleship model puts each student at the feet of the Father, learning to integrate the Word of God with daily life.

## 4. TRANSFORMATIONAL KNOWLEDGE

YadaFactor does not teach the Bible, but Coaches model the process called YadaFactor. The process gets you to the Bible so God, through Jesus Christ, will teach, lead, convict, encourage and make disciples, just as He did with the early church to transform fishermen into followers.

## 5. SIMPLE STRATEGY

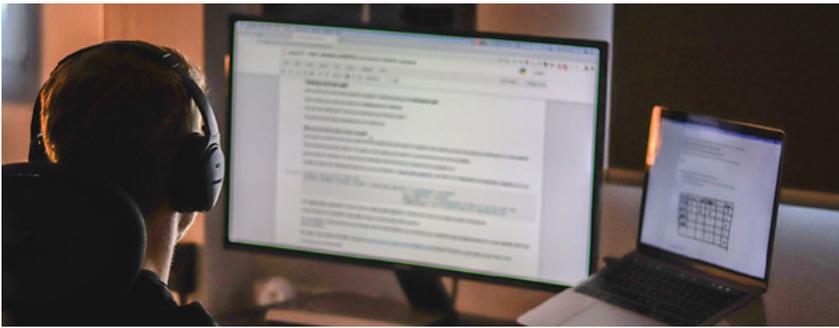
The YadaFactor framework lays the foundation for authentic Gospel living through practicing the strategy of Read/Write/Share.



*Re-Order*  
VERTICALLY

# What's YADA?

**YADA IS A HEBREW WORD THAT MEANS "TO KNOW." YADAFactor IS "TO KNOW AND BE KNOWN INTIMATELY BY GOD AND OTHERS."**



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## HOW DOES **yada** FACTOR™ WORK?

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The YadaFactor Experience is a 7-week online course with live coaching, helping people to learn to hear God's voice in safe authentic community.



YadaFactor provides training to those who are ready to become a Certified Coach to make disciples. This allows us to expand our reach.



YadaFactor partners with Ministry Leaders to develop a framework to implement our process within their leadership team; helping them to build thriving, Spirit-led cultures within their organization.

**While reading and writing are two spiritual disciplines that can result in good outcomes, the secret ingredient of YadaFactor is learning how to process verbally all you have read and written in a safe, small community.**

# Hearing GOD



YadaFactor has been introduced to people in Florida, Colorado, Georgia, Massachusetts, Michigan, New York, North Carolina, Texas, Virginia, Wisconsin, Bangladesh, Bhutan, England, Guatemala, India, Nepal, Pakistan, Uganda, and Zambia.

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**YOUR INVESTMENT IN YADAFACOR PLANTS THE SEEDS OF PASSION FOR THE BIBLE AND INTIMATE RELATIONSHIP WITH JESUS IN THE LIVES OF MEN, WOMEN AND YOUTH HERE IN AMERICA AND INTERNATIONALLY. THROUGH TECHNOLOGY, PEOPLE FROM AROUND THE GLOBE CAN HAVE ACCESS TO YADAFACOR.**

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**Ashu | Student from Nepal**

"Yada has become such an important part of my day that the other girls in my school dormitory began to notice and then asked me to teach them. Now others are doing it too and we share our journals together. Thank you to YadaFactor."

**By supporting YadaFactor, you are providing people around the globe the opportunity for:**

- ▶ Increased daily time with God in the Bible.
- ▶ Confidence that they are hearing God's voice.
- ▶ Abundant living in God's promises despite circumstances.
- ▶ A safe place for them to process hidden fears and questions without judgment.
- ▶ Spiritual stability to endure life's storms.
- ▶ Silence and green pastures instead of hectic schedules.



**Beverly Ristuccia**

"Through Yada I've learned how to hear and experience God's voice, his divine words spoken into the pages of my life. Yada is like stepping onto holy ground, it's the sacred place where God's voice is heard."

**OVER 1,000  
LIVES IMPACTED  
THROUGH  
YADAFACOR  
(AND GROWING!)**



**Thir Koirala | National Coordinator, Micah Nepal**

"I used to read Bible regularly before knowing about YadaFactor, but when I started to Read and Write daily with the S.O.A.P. method, I found my understanding completely different from before. Especially Yada helps me to reflect on God's word and hear His voice. Not only study and reflect, but I have gained a powerful tool to apply what I have learned from Scripture."



**Heidi Floyd | Pastor's Wife**

"I did Bible studies... many, in fact. But they were all crafted by others about God. Not by God for me, and that was painfully obvious. Through Yada, the pages of my Bible came alive. I saw that those words from the Lord were meant for me TODAY, in the context of this world, in the present time, with my immediate life concerns."



# Jennifer's STORY

## **Taking the YadaFactor Experience course has changed my life in three significant ways:**

First, it has revived my hunger for God's word! I have never felt more connected to God, or aware of His abiding presence.

Secondly, sharing my heart by reading my Yada Journal in small group, or triad, has helped me to come out of hiding from my sisters in Christ, and from myself. There were certain questions and confessions that I wasn't allowing myself to express before this course that seemed to be bursting to be brought to the light. I have lost the sense of aloneness and shame that came with the hiding.

Finally, I have learned how to listen to my sisters share and to marvel at the intimate way God speaks to each one of us. I've learned how to listen for His voice in order to provide feedback that is devoid of selfish motives, 'scripture grenades,' and superficiality. I can't wait to bring this model into the discipleship spaces in my life. I am so grateful God led me to Yada.

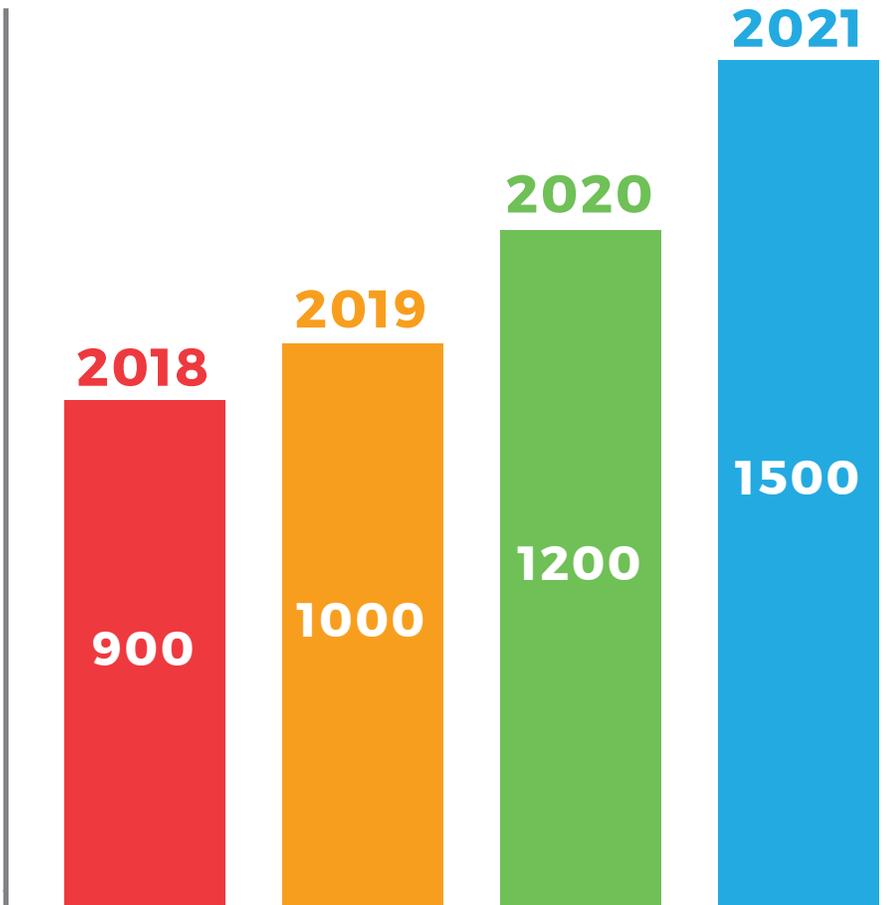
# Impact

## BOLDLY

**Sarah Ruegg | Manna Consulting**

"Yada provided me with the structure and the tools to enable me to have a deep and abiding relationship the Bible talks about. My devotional time was transported beyond the fill in the blank Bible Study to deeply communing with and feeling the very presence of God."

### HISTORY OF GROWTH



**TO ACCELERATE A  
LISTENING CULTURE,  
WE NEED**

**100 new  
partners**

**BY 2021**

**TOGETHER, WE CAN ERADICATE BIBLE  
DISENGAGEMENT IN THE 48% OF PEOPLE  
WHO DO NOT EXPERIENCE THE TRANS-  
FORMING NATURE OF GOD'S WORD.  
CREATING A LISTENING CULTURE STARTS  
WITH YOU AND ME!**

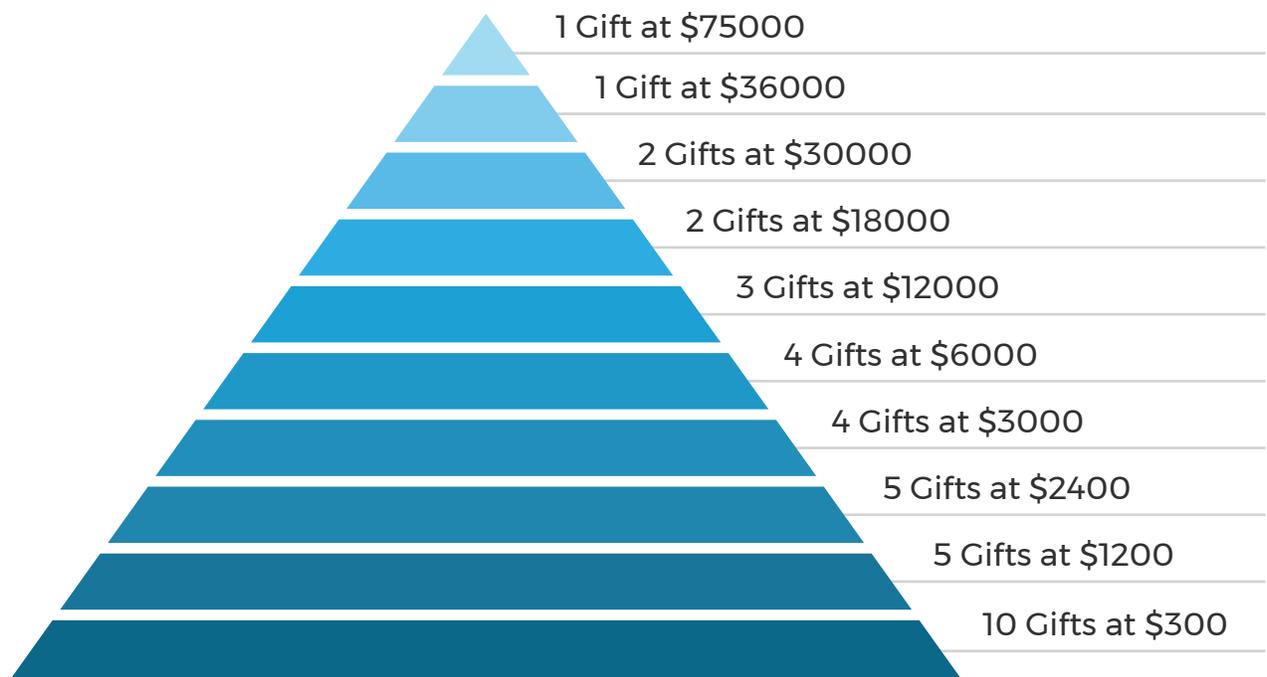


# Give BOLDLY

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**GOAL: RAISE \$300,000 BY 2021**

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# Thank YOU

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**Thank you for boldly considering an investment in YadaFactor.** When just one person begins to know God and hear his voice marriages, children, churches and communities are impacted for Christ. This is the exponential power of God at work when we seek to know him intimately.

You have many choices when it comes to giving, but we believe when choosing YadaFactor you are placing an axe at the root of many problems we face today in our culture. We hope you will join YadaFactor in regaining ground for Biblical engagement, impacting the future by building a listening culture that will revive the world.

**Debbie Csutoros** | Executive Director/Co-Founder

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