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A CINEMATIC INNER VIEW EXPERIENCE

The Soul Biography

A Cinematic Inner View Experience for Leaders, Visionaries, and Organizations

Many leaders and organizations sense that their current public expression is not yet fully aligned with what they know to be true. This work is designed for that precise threshold - when a movement, a message, or a lifetime of leadership possesses something essential that has not yet been fully captured, archived, or spoken.

For over two decades, Nic Askew has used film as a medium for direct human encounter. Through the acclaimed Soul Biographies series and the evolution of the Inner View process, his work has explored what becomes visible when performance, strategy, and self-consciousness begin to fall away.

Across thousands of filmed encounters, what emerged was not simply a style of interviewing, but a distinct condition of attention - one capable of revealing a deeper voice beneath role, identity, and narrative. This work extends from that foundation.

This is a unique cinematic process designed to reveal what conventional leadership narratives often cannot. Less concerned with image than with what remains when image falls away.

The camera is not used here as a tool of performance, but of revelation.

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The camera is not used here
as a tool of performance,
but of revelation.

It offers a rare form of attention.
It asks for nothing,
interrupts nothing,
and allows what is arising
to reveal itself without disguise.

The Core Distinctions

1. An Enduring Orienting Artifact

This cinematic work is created as an enduring expression of the deeper signal beneath leadership, mission, or movement.

It is not conceived as a campaign asset or optimized for a fleeting digital cycle. Its first purpose is to capture something essential with enough truth and depth that it can continue to orient people over time.

Because of that, the finished film can become useful in many different contexts - internally and externally - without having been created to serve any one of them.

It can help shape:

- the foundational language of a movement
- organizational culture and internal alignment
- the long-term direction of an organization or mission
- how prospective participants, partners, funders, or investors encounter the work
- the enduring record of a leader, founder, or movement

Its utility may include communication, fundraising, recruitment, or marketing.

But those are uses of the film, not the intention that governs its making.

2. A Distinct Condition for Direct Encounter

The filming process is itself a profound threshold experience. It is structured to bring a leader or an organization into direct contact with what is most essential beneath role, reputation, and public narrative.

- **Presence Over Production:** Nothing is scripted, rehearsed, or manufactured. The film emerges natively from the encounter itself.
- **The Power of the Room:** Before leadership, influence, or mission, there is a human being beneath the role. This work begins there. For leaders who are constantly required to perform, project, and protect a public image, this process offers something increasingly rare: the experience of no longer needing to hold everything together.

The **work rarely begins when the camera turns on**. In many cases, it unfolds through extended time together — conversation, stillness, shared meals, walks, silence, and sustained human attention. The process can unfold over days rather than hours. What emerges on film is shaped not only by the moment of filming itself, but by the quality of presence surrounding the encounter itself.

3. A Mirror Before It Is a Message

Before this film speaks to the world, it acts as a mirror to the leader. It can produce a degree of internal coherence from which external impact follows naturally, without the need for persuasion or traditional marketing tactics.

- **For the Leader:** A return to raw authorship, the crystallization of what matters most, and relief from performance, and from the exhausting maintenance of identity.
- **For the Movement:** Internal alignment without enforcement. When a leader speaks from this depth, decisions become simpler, and the mission becomes self-evident.

4. Why Film Matters

Film is uniquely capable of carrying presence across time.

The camera is not used here as a tool of performance, but of revelation. It does not merely document the encounter; it becomes part of the condition through which something deeper reveals itself.

Most forms of media require a person to present, explain, persuade, or perform themselves. This process asks something else entirely. To sit before the lens without rehearsal, control, or strategy is already unusual. Over time, the camera begins to function less as an observer and more as a witness — holding attention with a steadiness rarely experienced in ordinary life.

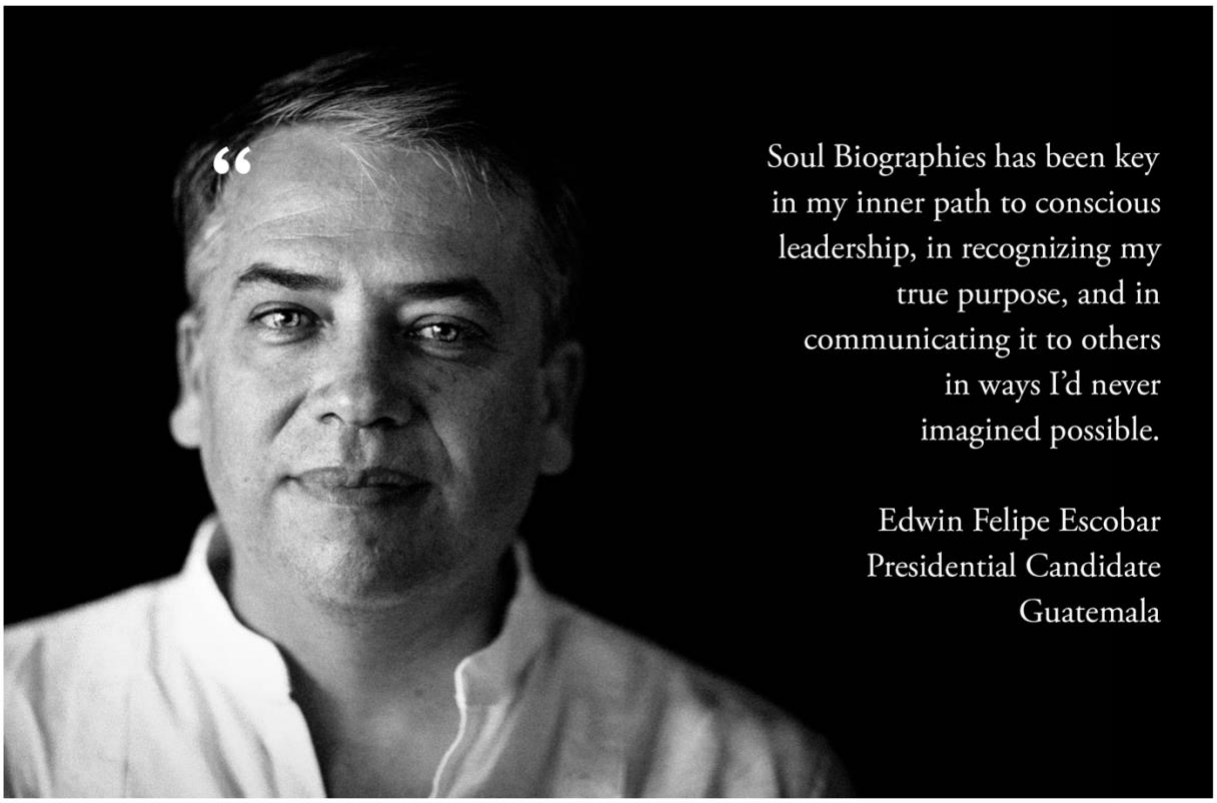
What emerges is often different from conversation alone.

Not simply information or narrative, but a visible encounter with what lies beneath role, identity, strategy, and image.

This is why the finished cinematic work carries unusual weight.

It does not only communicate ideas. It transmits the quality of the encounter itself.

The viewer does not simply receive a message but encounters something of the presence from which it emerged.



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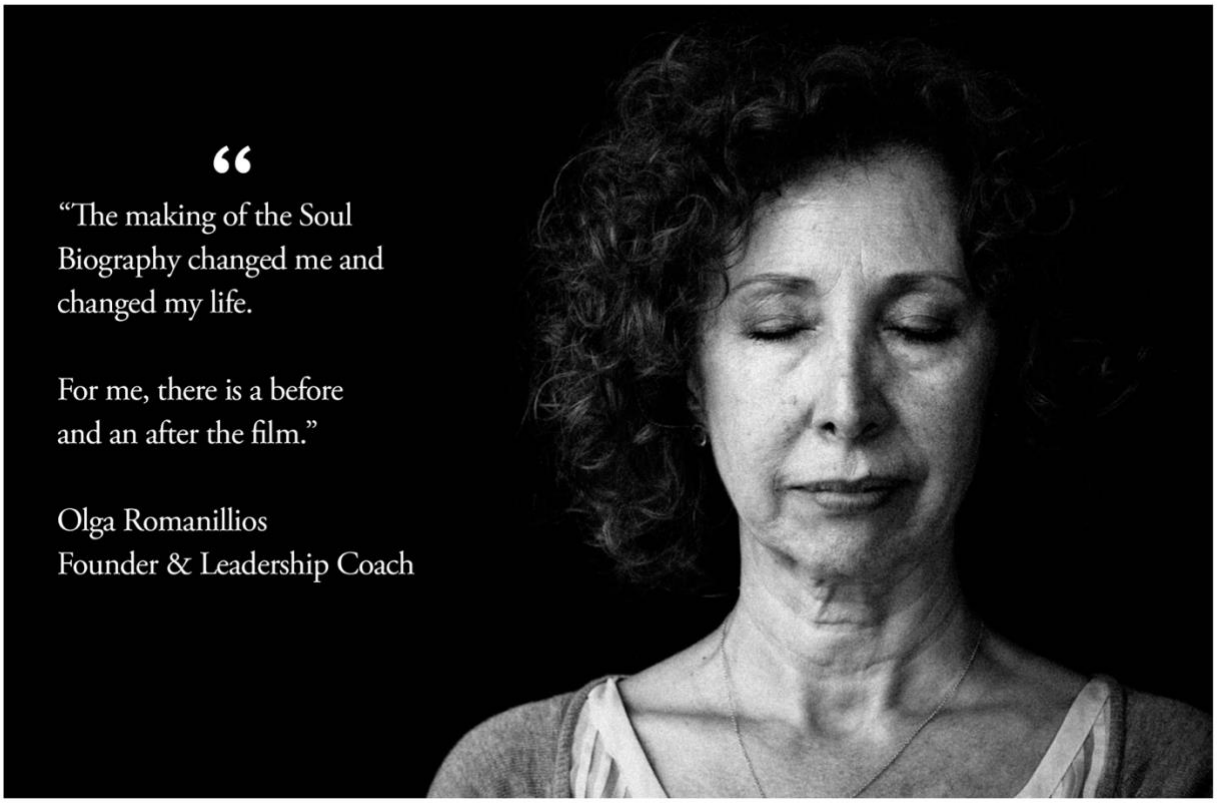
Soul Biographies has been key in my inner path to conscious leadership, in recognizing my true purpose, and in communicating it to others in ways I’d never imagined possible.

Edwin Felipe Escobar
Presidential Candidate
Guatemala



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“The making of the Soul Biography changed me and changed my life.

For me, there is a before and an after the film.”

Olga Romanillios
Founder & Leadership Coach

5. Recognition Before Persuasion

The work is not created as marketing. There is no predetermined message, positioning strategy, or attempt to persuade. Yet this is precisely why it can become unusually powerful in the life of an organization or movement. Most communication asks people to understand what an organization believes. This work allows them to encounter something of the human reality from which those beliefs arise.

Recognition can precede explanation. Trust can precede persuasion.

And when that happens, the film may accomplish something conventional marketing continually seeks but rarely reaches: a genuine desire to come closer.

"This process combines the stillness of deep witnessing with the precision of cinema - capturing what emerges in a form that can continue to speak long after the encounter."

What This Work Does Not Do

- **It Does Not Script or Polish the Subject:** We do not coach or enhance performance, or attempt to make a leader look "better." The work is concerned with removing what obscures, so that something more essential can become visible.
- **It Is Not Governed by Brand Strategy:** The film may ultimately serve communication, fundraising, recruitment, or marketing. But those uses do not determine what is said or what emerges. If the encounter is shaped in advance by a promotional objective, much of its power is lost.
- **It Does Not Produce Predetermined Outcomes:** Because the work is encounter-based, the result cannot be manufactured in advance. What emerges is discovered through the process itself.

- **It Is Not Made for the Content Cycle:** The work is not conceived around rapid rollout, algorithmic performance, or short-term metrics. It is made to retain meaning and relevance over time.

In Summary

This work is **an act of seeing rather than storytelling**. It is an enduring cinematic record of what lies beneath leadership.

It is undertaken by leaders who recognize that they are at a pivotal moment in the movements they lead, the organizations they build, and the messages they carry. It allows life, leadership, and culture to move from a deeper, permanent source.

Everything else is secondary - and deliberately so.

Inquiries

This work is undertaken selectively, in close dialogue with the individuals, leaders, and organizations involved. Initial conversations typically begin with a shared exploration of;

- the nature of the person, mission, or movement
- what is sensed but not yet fully expressed
- whether this form of cinematic encounter is appropriate to the moment

For inquiries, contact us at this EMAIL.

SOUL BIOGRAPHIES
INNER VIEW

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IF SOMETHING IN THIS HAS RECOGNIZED YOU
THE NEXT STEP IS A CONVERSATION

CLICK THE CHAIR TO BEGIN