



# DISCIPLEGROWTH

A Checkpoint for Ministry Leaders



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What do the people you serve

**know**

&

**hear**

about the Great Commission?

# What do they know?

Did you notice that when Jesus spoke with a woman at a well, He didn't talk about a sheep gate? Or when He called two fishermen to follow Him, He didn't launch into a lesson about talents? Instead, He said they'd become fishers of men!

**That wasn't by accident. Jesus knew how to meet people where they were, speaking in ways that connected with their everyday lives and experiences.**

As nonprofit and ministry leaders, this lesson is gold! How often do we assume that the people we want to inspire are motivated by the same things that fire us up? We might be passionate about our mission, but are we truly connecting with the hearts and minds of those we want to join us? Do we know how to inspire them for the "Great Commission" through our work?

So, how do we cut through the noise and inspire people to take action in ways that align with God's mission?

DiscipleGrowth is designed to help leaders like you gauge how deeply the Great Commandment and Great Commission influence those you serve—and what messages will truly move them.

You've got this! Blessings to you on the journey!

*Geoff*



# Know & Hear

## Step 1: Survey

There are two ways to use the assessment - print or digital. You are welcome to make and distribute copies of the survey tool on the following pages, or recreate it using a number of free online survey tools. I can tell you from experience that the digital option will make analysis easier, but it may not be the right fit. You choose.



### PRINT SURVEY

If you distribute and collect copies of the survey, you'll need to combine all the survey responses before you can move on to step 2.

### ONLINE SURVEY

Recreate the survey using a free survey software. There are several good options. This can be especially helpful for large or dispersed audiences.



### MANUAL SCORING

To manually score questions 1-8, you'll add the scores for all surveys collected, going question by question, so you'll have a grand total for question 1, a grand total for question 2, etc. For example, if a survey scores question number 1 with a 4, this is 4 points. If the next survey scores question 1 with a 3, add that to the first survey for a total of 7. Continue this process until all the surveys are counted and repeat this process for the answers to questions 2-8. When you're finished, you should have one, total score for each question.

To manually score questions 9-10, separate the surveys into different piles based on matching responses to question 9, then count and record the total number of surveys in each pile. Repeat this process for question 10, and note the number of surveys in each pile.



# Know & Hear

## Step 2: Study



### QUESTIONS 1-8

Studying the data for questions 1-8 means simply looking at the numbers and asking, “If every person I serve were led by faith their full life, which numbers would look different?”

Spend some time with the numbers. Share them with others on your team. Ask people for their perspective. You’ll get a wide variety of responses. Like all surveys, you’ll likely even get some people questioning the numbers or the method used to gather them. I would invite them to propose a method of their own for you to use—truly! This isn’t the only way to get at this information, and someone may discover a method that works better in your context.



### QUESTIONS 9-10

Once you know the “problem” (question 9) and “solution” (question 10) that best connects with those you serve, you’ll be able to find your corresponding Engagement Narrative on the following pages.

## Growth starts with **one step**

If you feel like you want to chat about these topics and want a partner to strategize with as you plot next steps for your mission, please reach out to me directly.

Connect at

[www.geoffpeters.net](http://www.geoffpeters.net)

# Survey



## QUESTIONS 1-4

Respond to each of the questions below in light of the following Biblical statement.

(0=No Influence and 10=High Influence)

“Love the Lord your God with all your heart and with all your soul and with all your mind,” and “love your neighbour as yourself.”

- Mark 12:30-31

1

How much does this influence the way you relate with friends and family?

1 2 3 4 5 6 7 8 9 10

2

How much does this influence the way you relate with neighbours and co-workers?

1 2 3 4 5 6 7 8 9 10

3

How much does this influence the way you direct your finances?

1 2 3 4 5 6 7 8 9 10

4

How much does this influence your prayer life?

1 2 3 4 5 6 7 8 9 10



## QUESTIONS 5-8

Respond to each of the questions below in light of the following Biblical statement.

(0=No Influence and 10=High Influence)

“Go and make disciples of all nations, baptising them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you.”

- Matthew 28:19

5

How much does this influence the way you relate with friends and family?

1 2 3 4 5 6 7 8 9 10

6

How much does this influence the way you relate with neighbours and co-workers?

1 2 3 4 5 6 7 8 9 10

7

How much does this influence the way you direct your finances?

1 2 3 4 5 6 7 8 9 10

8

How much does this influence your prayer life?

1 2 3 4 5 6 7 8 9 10

# Survey



## QUESTION 9

As you consider the problems in our world today, which of the following best expresses your perspective? (Choose one)

- The World is Broken:** Something is very wrong with our world. It was not designed to be like this. Injustice and widespread hurt are too common for so many innocent people. This is not how humanity was created to live.
- So Much More Is Possible:** People are not living abundantly with fulfilled, fruitful lives. They choose to compromise what is right, give in to worldly pressures, ignore what could be and ultimately forfeit the positive significance they were made for.
- Separation from God:** Humanity's rebellion from God has left the world with terrible consequences. Rejection of the Creator and of His ways leaves people feeling on their own and without hope.



## QUESTION 10

As you consider the role of Christians in helping to solve the problems of our world today, which of the following best expresses your perspective? (Choose one)

- Jesus is the Example:** In all things good and right, Jesus is the best example. We look to His standard for inspiration to carry light and hope to the world. Only through His example and by His grace, His word and His power may we transform lives.
- At Any Cost:** Our conviction to follow Jesus fuels our passion to love the world no matter what. We will go to any length, cross any boundary, and strive to reach every person in order to share the hope that can only be found in Him.
- You are Uniquely Shaped:** Every person who has chosen to follow Jesus was specially made to help fulfil His greater purpose. Every facet of who we are and where God has placed us should guide an authentic response for spreading His good news to others.



Once you know the “problem” and “solution” that best connects with your audience, you’ll be able to identify an Engagement Narrative on the following pages that speaks to the heart of your audience.












# Engagement Narratives

An engagement narrative is a profile in the form of a script that helps make logically and emotionally-sound connections between the way people perceive the problems facing the world, and the solutions which move them to action.

Engagement narratives have been crafted to help you develop a more finely-tuned understanding of common Christian perspectives throughout the world so you are equipped to engage in positive, relevant conversations.

The following chart depicts the top three global problems and the top three global solutions as identified by the Mission Gap research project (more on that at [geoffpeters.net](http://geoffpeters.net)). The intersection of each unique problem and solution yields a different profile as drafted on the following pages.

Country Personas		Solution		
		Christ's Example	Any Cost	Uniquely Shaped
Problem	Separation from God Hurts the World	 MICHAEL	 VICTOR	 RACHEL
	The World is Broken	 SOFIA	 MARIA	 OLIVER
	So Much More is Possible	 ABIGAIL	 ANDRE	 BENJAMIN

**Do you know which Engagement Narrative best inspires the people you serve?**

We hope the narratives on the following pages serve as a helpful reference tool as you seek to invite and inspire believers with relevance.





Relevant context for engaging and compelling believers with the mindset:  
**Separation from God Hurts the World + Christ's Example**

## Engagement Narrative: Michael

I see hurt. I see pain. I see people, neighbours and beyond, writhing in a pit of darkness carved out by hands that have rejected God. Entire cultures and nations suffer with immorality, injustice, isolation and bondage. Indeed, hopelessness rules where there is separation from God. I see frustration and agony in people who don't know there is an alternative—that there is a better way. They've never heard of anything else. How could they? No one has shown them.

Thank God that He provides hope. Yes, there is another way! I have seen it.

It is Jesus.

For only by that name have the powers of darkness been conquered. Only through Him do we see hope. And only by His example will we help people desperate for compassion, starving for genuine love, and longing for transformation and purpose. Jesus is invincible against all evil. He has provided a way through the darkness to deliver what so many are desperate for.

I know this is true! I used to live in darkness. I used to be one of those living separated from God, thriving in the night and living a lifestyle that I cannot bare to recall. But no more!

Now I live to share the hope I've found in Jesus with others, passing on what was shown to me by a friend: forgiving, radical love from God delivered through His Son. Oh, how I long to spread this joy to my family, to my neighbours, to my city and beyond. This is what His son commanded, and I will follow His example.



Relevant context for engaging and compelling believers with the mindset:  
**Separation from God Hurts the World + At Any Cost**

## Engagement Narrative: Victor

Hopelessness seems to be everywhere. It's not just in the news, it's on my street, in my neighbourhood, and even in the eyes of my friends and family. I suppose the condition we find ourselves in is exactly what we deserve. We wanted independence from God, I just don't think we knew that our lust for independence would hurt so badly. How could we have seen that our way would be so damaging to ourselves?

God of heaven, Creator of all things, forgive us for turning from you!

For us who trust God, shouldn't we seek His forgiveness and get busy sharing the solution to sin with our world? To not do this is to hide the source of Good News! The world may reject our message and they may reject us, but who else can spread such amazing joy and transforming hope?

Let us go now! Every day, more people die without having known the love and relationship with Christ to guide their lives. There is no reason to wait, and no excuse for delay. This is the very moment when someone could hear about deliverance from the enemy and receive Jesus! What greater joy is there than that?

I am ready. Today is the day that I can show people a new tomorrow—reunited to their loving Father.



Relevant context for engaging and compelling believers with the mindset:  
**Separation from God Hurts the World + Uniquely Shaped**

## Engagement Narrative: Rachel

I woke up this morning hearing news of violence from the night. It is sad to see so many lost in rebellion—against family and authority, against peace and unity. We find ourselves living out the results of our worst rebellion: against God himself.

How could we turn our backs on the one who created us? I unfortunately understand because there was a time when I chose a path that I should not take. It is the path of sin.

But I was saved from my rebellion! God sent an earthly angel to show me the way, at just the right time, and with just the right words. She was perfectly positioned to show me that God loves me without condition, and to help me hear His voice which was being lost in the noise and struggle of my life alone.

I know now, He wants us close to Him. And more than that, He has called and created us to be His lights to the world. Countless lights, shining His love in ways that rival the stars of the heavens.

Yes, I understand now. I have been designed to serve His mission in ways that no other person can serve. Each day I call on Him to reveal more of His purpose, and each day I see more of His masterpiece in me.

There is no greater joy than seeing another person learn about His love, and the unique ways they can shine His light for the world.

I was made for His purpose, and so were you. Take your skills, your passion, your love for others and share His love with all the world!



Relevant context for engaging and compelling believers with the mindset:  
**The World is Broken + Christ's Example**

## Engagement Narrative: Sofia

Violence, greed, anger...our world is full of pain. Entire groups of people are targets of hate and abuse—young children have seen things they never should. My heart aches for those who suffer at the hands of injustice! This world was not created to be this way. Even my own neighbourhood suffers in brokenness—it's everywhere!

Where will help come from? Who can give us hope?

Jesus!

No other name can triumph over evil like Jesus. No other power can fight against the enemy like Jesus. He is our Saviour, our example and our hope for today!

His light shines brighter than all darkness, and His presence is stronger than any force we may face. For His love wins! Let us celebrate the name of Jesus and live out the example He gave us so that we may overcome all hardship and all trials.

He alone can beat all brokenness! He alone can multiply love. He alone can help us reach into places feared by many, but desperate for restoration. He alone is our strength, and He alone will help us in this day!



Relevant context for engaging and compelling believers with the mindset:  
**The World is Broken + At Any Cost**

## Engagement Narrative: Maria

The world's darkness is everywhere, and the roots of evil are deep. Every nation struggles with injustice so cruel that it requires something more than spreading awareness. Cultural hatred won't be reversed by wishful thinking, and meaningless gossip or complaining about our world won't change a thing.

No, our world's problems require powerful love.

I have done my share of grumbling, and enough is enough. Little effort yields little results. Thanks be to God, that His effort was grand! Yes, His love and power did not merely raise awareness, but reversed humanity's hopelessness forever! He transformed me, and now I will help others see how good and wonderful He is.

For us who carry His love, what a great purpose we have ahead! We must live determined. We must live courageously. We must live in total dedication to Jesus—loving fearlessly. For what greater power is there than Jesus? He defeated death! And that same power is ours to love the world boldly, passing on what we have learned so that others may pass it on as well. It starts with me.

In Mark 16:15, Jesus gave the command to “go into all the world” (NIV). There is no nation too rigid, no person too distant, no philosophy too dark, that God cannot overcome it. So, in His name, let us radically love the world, and watch as He transforms communities and kingdoms for His glory.



Relevant context for engaging and compelling believers with the mindset:  
**The World is Broken + Uniquely Shaped**

## Engagement Narrative: Oliver

Our world has become a really scary place. Innocent people are often victims of terrible acts. People rise up against each other, and every day reveals new stories of violence and injustice.

I used to blame others for the world's problems. I confess that I've pointed fingers at nearly everyone else for the hurt I see around me—governments, groups and leaders. And then one day, like a whisper, a thought came to my mind that changed everything. A thought from my Creator:

I am uniquely and wonderfully made by God for a purpose—at this time, in this way, in this place.

My purpose is to carry His light and love to this hurting world. I am made to be part of the great solution! Everything that makes me who I am was designed by God—my birthplace, my family, my education, my neighbourhood, and my friends—yes, everything in my life has been put together to make me uniquely able to reach people who others may not reach.

Fellow Believer, what joy is there in living out His mission to reach a broken world! You too are designed for the task. Everything that has been used to make you can be used for His Kingdom. Together, let us address this broken world with His love.

Let us invest our lives to reach others for God—unique, but united.



Relevant context for engaging and compelling believers with the mindset:  
So Much More is Possible + Christ's Example

## Engagement Narrative: Abigail

Our world suffers from extreme selfishness. So many people not only look out for their own interests, but they overlook the interests and needs of others. I recently saw someone literally step over a homeless person seeking help, trip on his leg and keep walking without making eye contact or acknowledging him in any way. What has our world come to? Are we to wilt in selfish isolation with only concern for ourselves?

No! Thankfully a completely opposite example was set for us in Jesus.

It is Jesus who best shows us how to love the world, and He taught us that it begins with paying attention. Jesus paid attention to those who were dismissed. He specialised in connecting with those whom others looked down on. Did you know that a Samaritan was seen as an unholy, impure person in Jesus' day? They were a people group defined by rejecting God. Yet Jesus paid attention to Samaritans!

By looking to Jesus, we see many examples of reaching out to others—those who were stepped over. We must draw on His power, demonstrate His love, and reach a world that doesn't reach out. Indeed, so much more is possible for our hurting world, but only by the powerful love of Jesus.





Relevant context for engaging and compelling believers with the mindset:  
**So Much More is Possible + At Any Cost**

## Engagement Narrative: Andre

Every culture is affected by wrongdoing. As people pursue their own agendas, they trample on others and chase what will satisfy them alone. This is only getting worse. I am ashamed by the low level at which people treat others. It is a poison that is destroying cultures across our globe, one injustice at a time.

I cannot stand by and watch humanity erode any longer. It is time to confront the wrong with good—Jesus' good. Was Jesus not sent to love the world at any cost, even the cost of His life? How much more should I take my place among the needy, the desperate, and the hurting to give hope!

This is not wishful thinking, it is a command from my King.

It is not an ambitious desire, it is the purpose planted in me by my Maker.

And it is not another feel-good cause, it is the salvation and hope of the world set in place by God my Saviour.

This is my duty—my responsibility—as one who holds the hope of the world deep within my soul. From the moment that I first believed, I received a joy that cannot be contained. We all have. So, with great honour, I rise in Jesus to love others generously and without prejudice so that His hope will spread to other people, to cities, to nations and to the ends of the world.



Relevant context for engaging and compelling believers with the mindset:  
**So Much More is Possible + Uniquely Shaped**

## Engagement Narrative: Benjamin

We see too many examples of people compromising what is right in order to advance themselves. It happens in businesses, governments and even families. Innocent people fall victim to those who seek power and will do anything to get ahead. The pattern is ugly and frightening as it consumes our world more each day. I confess, that was how I lived my life for too long.

But that was not my end, it is only where God found me. Or rather, where I finally found Him. And since that day, I've seen Him take stories and events from my broken past and use them for His glory today!

He has redeemed even my darkest moments. And He will do the same for you.

His purpose for you has been written and formed for this very hour. Your past, your family, your stories are all valuable pieces for connecting a lost world to Jesus.

Who else has been made like you? No one!

Take this seriously, friend. For I cannot reach who you can, and I cannot connect with others like you can. You are the only you, the only believer redeemed uniquely for His purpose. So do this well—use your redeemed life to bring hope to this hopeless world. You have been transformed to transform others, to the ends of the Earth, and to people who have never heard of His redeeming love.

By doing so, you will repeat your Saviour's example and multiply love through lives, through families, through the ages.



# Engagement Narrative Reflection

## Application for Your Audience

Based on what you have gathered, what is the Engagement Narrative that best fits the majority of your audience?

How does the narrative fit?

How does the narrative not fit?

What does this mean for how you communicate Great Commission ideas?

**What**

**fears**

**stop the people you serve  
from fully living out  
the Great Commission?**

# What are we afraid of?

## Identifying and addressing the fears that stop us from living out God's love



Throughout the Mission Gap research we conducted around the world, it became crystal clear that fear barriers can be easily identified when people are confronted with a real opportunity — one that requires consideration and a response.



Therefore, the best way to call attention to the fears that are thwarting the thoughts and actions of those you serve is to present them with stories and opportunities to respond to, and then facilitate thoughtful discussion around the fears that arise.



The following pages present a method to consider, but feel free to pursue the technique that fits your context best.



Make a plan.  
**Grow as a disciple.**

The “Live the Life You Were Made For” course through Fuller Seminary’s Equip program focuses on God’s mission and our role as disciples. Participants will be challenged to build a personal discipleship plan, and engage the world as God intended.

 FULLER

Learn more at  
[geoffpeters.net](http://geoffpeters.net)

# Fear

## Step 1: Survey

Food and fellowship are a magnet for conversation! Invite people to bring a dish to share and join a discussion about how we all participate in God's work.

If you have a larger or geographically dispersed audience, you might consider doing this in several groups. No matter how you do it, the goal is small group setting where people are comfortable I feel that they can share openly.

To begin, distribute copies of the Stories of Service found on the next pages. After reading, encourage the group members to spend 15 minutes discussing the stories they read.

Afterward, ask each person to write a response to the following questions; they can include their name or keep it anonymous. Collect the responses from each person.

1

Reading the story of the worker in \_\_\_\_\_  
made me feel \_\_\_\_\_  
because I \_\_\_\_\_.

2

As a Christian and a servant of God's mission  
in the world, I [can/cannot] see myself serving  
like this worker because \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_.



# Fear

## Step 2: Study

After the gathering(s), you and your leaders will have these written responses and additional content gleaned from discussions to help you get a better understanding about the fears and barriers that keep your audience members from wrapping their full lives around the Great Commission.

Take some time as a leadership group to look at the responses and determine if the majority of the responses show a fear of



**FAILURE:**  
doing things wrong or  
without good results



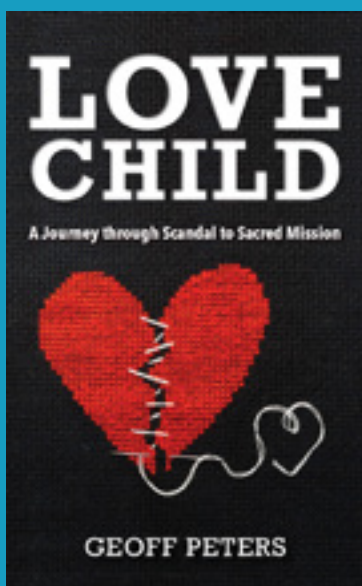
**SAFETY:**  
the potential for physical  
or emotional harm



**SACRIFICE:**  
giving up something of  
value

**NOTE:** Many fears sound like excuses, so you may have to dig beneath the surface of a response to determine the fear that is fueling it.

The three main types of fear that were discovered through our global research involved the themes of failure, safety and sacrifice. However, the people you serve may have other types of fear that are holding them back. Be sensitive to that possibility and discuss your findings with your leadership team.



*Love Child* encourages us to rethink our mission—not as a checklist of activities, but as a call to live fully in God’s love. This journey of redemption, identity, and purpose, weaves in wisdom from Christians around the world.

**You are invited to live out your mission not from pressure, but from a place of true purpose.**

Order today!  
Visit [geoffpeters.net](http://geoffpeters.net)

# On Fire For Jesus Madagascar

The energy and passion were contagious. After hearing the gospel for the first time, the village of Taviramongy in southern Madagascar could not wait to share the good news. A group of believers began visiting neighbouring villages.

A 16-year-old girl named Siniore was reached by this group of travelling local evangelists. Siniore listened as a woman shared how she had experienced Jesus' love and had been set free from witchcraft. The experience prompted Siniore to remove the charm she wore from the local witch doctor. "When it left, there was light," said Siniore. "I could see things properly. I had peace."

Siniore was the first in her village to become a Christian. She had a passion for others to know Christ's love, too. She signed up for a training on discipleship and evangelism offered by OM in a nearby town and put it into practice by starting a prayer meeting every Friday in her village. Anywhere from ten to 40 people now attend these meetings, and new believers are baptised.

Like the original group in Taviramongy, the believers in Siniore's village are on a mission to share the good news. They travel in pairs, preaching the gospel in other villages, returning to start and nurture discipleship groups when the time is right.

"Siniore has a passion," said Hanitra, the OM leader in Madagascar. "She realises how much God loves her. And she sees the other people who are lost. She has the passion to go, go, go!"





# The Business of Faith Ukraine

When a small team of church planters arrived in a post-Soviet Ukrainian town, they observed an extremely high level of unemployment and garbage in the streets.

The team decided they needed to think out of the box to be effective. They started by converting organic waste into biofuel to heat their church, mowing unkempt grassy and weedy areas in town for the process. This act won attention from the town's mayor, who presented the church with an award and personally invested in the town beautification project.

Wayne Zschech, the field leader of OM Ukraine, has a firm belief in pursuing community transformation through Christian enterprise and workplace discipleship. His team aims to combat the instability of the Ukrainian economy with a strategy that honours God and harnesses the abundance of local resources to create something useful and marketable. Their project is called "Clean Soul - Clean City." The initial stages use a zero-waste approach to turn the town's green waste into a rich organic fertiliser for fields and gardens. Long term, they hope to get all the local townsfolk to eliminate the common practice of burning garbage, and thereby reduce air pollution. They aim to operationalise other organic processes - like oyster mushroom cultivation, green houses and aquaponics - to create new jobs and income streams in the community.

By becoming practical catalysts for transformation using a holistic, faith-based approach, OM Ukraine aims to provide a strong, sustainable witness for Christ.



# He Calms Our Fears

 Southeast Asia

“I was afraid of spirits before,” said Ailani, a 24-year-old from a small village in a Buddhist country. When a member of the family was sick, Ailani’s mom would ask her to “bring clothes from the sick person to the witch doctor. Based on which spirit wanted to eat the sick person, he would advise which animal needs to be sacrificed for that person to be healed.”

Even as a young teenager, Ailani wondered how they could believe that the evil spirit was the source of the sickness and the healing. Her mother had no answer.

After high school, Ailani followed her older sister to the capital city to seek work. There she met people who conducted their lives very differently: Christians.

“In my village, we had a lot of community, but there was an expectation that when you give, you get something in return – whereas Christians just gave. I wanted to be like them,” she recalled.

Today, Ailani has been serving with OM in her home country for more than two years. “Everything has changed,” said Ailani. She has experienced God doing a work in her and she is eager for others to know Jesus like that, too. “The more I love Him, the more I want to give Him,” she said.

Ailani reflects on how God’s faithfulness has calmed her fears. She knows if she had to rely upon herself, she would once again be afraid. “But God will prepare the way for me,” Ailani said. “Everything is possible if you do it with Him.”



# Opening Hearts in a Closed Country

## Southeast Asia

“I am originally from Argentina,” said Jose. “I’ve been in missions for 10 years, serving in different countries, but today I can see many of the things God was doing in my life to prepare me for the season I am in now.”

Jose and his wife operate a coffee shop. Their country is closed to missionaries, which means they can’t openly share the gospel on the street. But they can carefully navigate faith-based conversations within their shop. “Having the café allows us to employ locals from surrounding villages,” said Jose. “People who, if they didn’t receive help in the form of jobs, would end up in prostitution or something like that. We give them housing and work. We share the gospel with them and disciple them.”

Jose and his wife disciple about 15 young people at a time. Many of these kids don’t know how to dress for employment or have healthy relationships. They don’t know anything about the outside world. In their country, the government makes education inaccessible as a way to control people. Teenagers who seek employment opportunities are often sold into prostitution.

While the national outlook is bleak, Jose’s outreach café is yielding fruit. Many of the employees are growing in their faith and one is currently serving on an OM Ship. “The ship is in Argentina this year,” said Jose. “That means this ministry has come full circle. I came from Argentina to serve in Southeast Asia. Now someone we disciplined in Southeast Asia is sharing God’s love in my home country.”



# Salvation Through Sports Zambia

There are few things Zambians are more passionate about than football. “When you walk in the streets with a ball you will be surrounded by 50 kids,” laughed Christopher Kasale, field leader of OM Lake Tanganyika.

Christopher’s team had been operating a large youth group in the area, but they weren’t seeing kids mature in their faith. They realised they had too many kids and not enough capacity to disciple them. They decided to start smaller. They started with one group of seven boys, pouring into them through a multi-dimensional approach. They studied the Bible together and taught the boys how to farm, handle finances, coach football, and uphold Christian values.

Now each of these seven young men coaches his own soccer team of 15 boys. They pick three to five boys on each team to further develop, encouraging the same types of skills and values that were taught to them. We give the kids certain conditions, like “before you come to practise you need to water your garden,” said Christopher. Within three months, each child is producing vegetables. The profits from the vegetables are used to pay school fees, buy food for the family, put money in the bank and purchase a new football.

When kids buy their own football, it starts the cycle again to train more boys. “If someone asks me how many balls I need, I will say just one,” said Christopher. “One ball can change the life of a child – of a family. It can change the community.”



# Keeping the Focus on Jesus Southeast Asia

Palin grew up in a Christian family in northern India. As a boy, Palin only nominally accepted Christian teachings, and later as a college student in the United States, he considered himself an agnostic. Palin's course changed when he attended a Billy Graham missions conference in 1976 and shortly thereafter gave his life to Christ. A few years later Palin attended an OM conference and felt God was calling him to serve in India for a year. One year turned into twenty.

Today Palin and his wife work in Southeast Asia where a significant part of Palin's role involves helping OM workers avoid imposing cultural aspects of Christianity upon other believers, attaching unnecessary baggage to biblical principles.

"The gospel will look different in every culture," said Palin. "Forcing a Western version of Christianity on others might repel potential believers."

For example, Palin started a church in India that has adapted to the local culture by imitating the 24/7 style of prayer common in the Hindu temples, providing opportunities for seekers to come at any time of the day to pray and converse over a cup of tea.

According to Palin, Jesus and the Church are not bound by any cultural or religious label, not even the label of "Christian." "There is no "Christian" food, there is no "Christian" dress, there is no "Christian" wedding ... you can sit on elephants and get married for all I care," Palin said. "It's about Jesus in your heart."



**Now that you have the  
information, it's time to**

**pray**

**&**

**plan**

# Pray & Plan

## Congratulations!

You've gathered your data and engaged those you serve in a very meaningful exercise. Now... what are you going to do about it? This is where the hard work begins.

### STEP 1

Spend some time in prayer and invite God to lead the next steps for His purpose, and for His mission. Consider making this the focus of your prayers for a few days before you (and your fellow leaders) begin planning.

### STEP 2

We recommend starting by making a list of the various points of communications with those you serve. Make a list of the primary places you share a message throughout the year. If you're doing this with a group, write the list together.

### STEP 3

Dive into the data! Start with the KNOW & HEAR survey results along with what you heard about FEARS, and reflect on what you see. If you believe there is room for growth, then look at the list you made in step two above and ask: "How can we use these communication opportunities to help those we serve to step further into a life lived for the Great Commission?" You can use this information to help guide the main messages you want to share, to inspire people to greater engagement with the Great Commission.



**IDEA!** Make a 12-month plan to keep these topics alive in the hearts and ears of your audience!



## Now you're talking!

If your church, ministry or nonprofit is looking for someone to help facilitate this entire process, or more, please reach out! I'm happy to help directly, or make introductions to others.

To connect directly, visit  
[geoffpeters.net](http://geoffpeters.net)

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## STEP 4

Take a look at the answers to questions 9 and 10 of the survey and remind yourself which Engagement Narrative matches the majority of those you serve. Ask yourself (and your team):

**How does the narrative fit?**

**How does the narrative not fit?**

The important thing to remember about each Engagement Narrative is that it is not a matter of right or wrong, correct or incorrect. It's all a matter of preference.

Finally, take some time to reflect on the question:

**How will this narrative influence the way we communicate Great Commission ideas with our audience?**

Just as Christ spoke to the woman at the well about 'living water,' and Paul took time to learn about his audience and then share the Gospel through the story of the unknown God, you can use this Engagement Narrative to shape the way you communicate.

## STEP 5

Set a date in the future to repeat the Disciple Growth process! Plan to do the surveys and conversations again as a way of seeing and understanding the growth that has occurred over time.

**Effective communication is always a learning process, so it's good to have occasional check points with those you serve and aim to inspire.**





# About Geoff Peters MBA, NPDP

I am a brand, marketing and mobilization leader. I help global ministries and nonprofits increase impact by improving how they inspire, equip and serve audiences.

At the helm of global marketing for Jesus Film Project, my leadership synthesizes strategic vision with on-line /off-line execution, driving brand narratives that resonate worldwide.

With my tenure at both Operation Mobilization and Compassion International, I have honed competencies in global audience research, brand positioning, and strategic marketing management, which have been pivotal in crafting global campaigns that accelerate audience and revenue growth.

The collaborative efforts I led with fundraising teams resulted in surpassing revenue goals, a testament to the effective melding of creative strategy and data-driven decision-making.

By leveraging social networking and a deep understanding of cross-cultural communication, I've fostered cohesive brand identities, empowered local leaders and fueling growth across diverse geographies.



**Connect with Geoff at:**

[www.geoffpeters.net](http://www.geoffpeters.net)

A person is walking on a large, smooth sand dune in the foreground. In the background, there is a massive, layered rock formation under a clear blue sky. The scene is brightly lit, suggesting a sunny day in a desert environment.

He said to them,

**“Go into all the world  
and preach the gospel  
to all creation.”**

Mark 16:15 NIV