

## **The Giant Inflatable Blue Monkey**

Ministry (or discipleship) is about helping people take their next steps toward Christ.

*What does a fully-devoted follower of Christ look like at your church (in your ministry)?*

### **1. Are the next steps clearly defined?**

Where is your focus?

- What event/program requires a major platform announcement to succeed?
- What would you not participate in if you weren't the pastor?
- Does this program reach people outside the church, or does it just satisfy people inside the church?
- Where is the fruit? What is God blessing?

Don't confuse activity with results.

### **2. Are the next steps clearly communicated?**

How do we avoid noise?

1. clarify the mission, vision and values
2. develop a focused strategy
3. consistency in your messages; branding/voice/personality
4. prioritize messages
5. eliminate competing messages

### **Wrap up**

1. Have you clarified the next steps?
2. Are the next steps clearly communicated?

Try to "promote" next steps rather than "engage people's lives".

Are people really becoming fully-devoted followers of Christ?