



FIELD WORK - Session 2

“Creating Irresistible Environments”

DISCUSSION QUESTIONS: Three Essential Ingredients

Appealing Context (1), Engaging Presentation (2), Helpful Content (3)

- I. Which of your environments are appealing to your target audience? _____
 - What makes them appealing? _____

- II. Where do people in your area tend to congregate or hang out?

 - Why?

- III. Are your presentations engaging? _____ How do you know?

- IV. Would you consider the content communicated in your ministry environment helpful? _____ How do you measure that?

- V. Of the three essential ingredients that Andy spoke about, where do you think you add the most value? _____
Which of these three do you need to allow others to manage?

As you consider these ingredients, do you think your team is well balanced? _____

- VI. Choose one environment in your church (e.g., worship service, children's environment) and evaluate it through the grid of the three essential ingredients.

a globalX production.

© North Point Ministries, Inc. 2009

EXERCISES:

Do at least one of the following before Session 3 on February 18:

- I. Explore your town and visit one environment that you consider appealing. Discuss why it is appealing to you.
- II. Go to a well-produced, attractive event in your area (e.g., the opera, the circus, the theater, a sporting event). Afterward, discuss your observations in terms of the three essential ingredients.
- III. Host a dinner party with your team. Think of how to incorporate the three essential ingredients as you put on this event.