



NOTES - Session 2

“Creating Irresistible Environments”

I. Three Essential Ingredients

A. An appealing _____

1. Context—the physical environment.
2. Context determines initial _____.
3. Culture and stage of life determine what is visually and audibly appealing.
 - The context of ministry should be shaped by culture.
 - The context of ministry should be tailored to your target audience.
4. There is no one-size-fits-all ministry context.

Critical question: Is the context in which you do ministry appealing to your target audience?

Warning: An appealing context does not equate to relevant ministry. It is only one element.

B. An engaging _____

1. Presentation—the relational environment.
2. Presentation determines _____.
3. It is not enough to present truth. We must present truth in a way that captures people’s attention. Presentation is what grabs and keeps an audience’s attention.
 - Our task is to present truth in such a way that people are forced to recognize and _____ the relevance.

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- It is a mistake to deliver content before you have made your audience hungry for it.
4. Relevant ministry requires engaging presentations, which require engaging presenters or an engaging means of presentation.

Critical question: Are your presentations engaging?

Warning: An engaging presentation does not equate to relevant ministry. It is only one element.

C. Helpful _____

1. Content determines _____.
2. Content should be shaped by need.
 - Felt need
 - Unfelt need

Critical question: Is your information helpful?

II. Conclusion:

1. We need to constantly evaluate our truth delivery systems.
2. If not, the church will continue to be marginalized.
3. Of every environment, program, and production, ask:
 - Is the context appealing?
 - Is the presentation engaging?
 - Is the content helpful?
4. In which of these areas do you excel? In which of these areas does your ministry excel? Partner with staff and volunteers that can bring all three into the mix.

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