

Conversations that Change Lives: The Art of Engaging in Spiritual Conversations

George Barna

Jim Henderson

Steve Russo



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In a postmodern world, the rules for evangelism have changed drastically. Relationship is paramount. Proclamation is passé.

The new arena for evangelism is relationship. And the most effective tool? Conversation.

Give your team the understanding and training they need to equip your entire congregation in these **Conversations That Change Lives!**

Coming from three distinct vantage points, experts **Barna, Henderson** and **Russo** share a keen understanding of current culture and the recent shift in evangelistic models:

- Research analyst **George Barna** will describe recent findings regarding new forms of evangelism.
- Evangelism guru and church planter, **Jim Henderson**, will highlight the importance of relationships and modeling.
- Student ministries author and expert, **Steve Russo** will describe his transition from traditional evangelistic methods to highly relational approaches – especially among young people.

Learn how to connect the culture around you to the good news of Jesus!

Who Should Attend: Pastors, Church Staff, and Ministry Leaders

George Barna is the Directing Leader of The Barna Group and author of more than 30 books, including such bestsellers as *The Frog in the Kettle* and *A Fish Out of Water*.

Jim Henderson is Co-founder and Executive Director of Off The Map and author of *a.k.a Lost: Connecting with the People Jesus Misses Most*.

Steve Russo is Founder and President of the Steve Russo Evangelistic Team and host of syndicated radio's "Real Answers".



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