



CCN LEADERSHIP TRAINING SERIES  
LEADERSHIP SEMINAR FEBRUARY 13, 2007

# Conversations That Change Lives: The Art of Engaging in Spiritual Conversations

Featuring:

**George Barna**

*Directing Leader, The Barna Group,  
Author and Cultural Analyst*

**Jim Henderson**

*Co-founder and Executive Director, Off The Map  
and Author, Evangelism without Additives*

**Steve Russo**

*Author, Radio Host of "Real Answers", Cultural Evangelist, and Drummer*

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Submit questions to CCN's presenters via:

Phone: 408-530-0787

Fax: 650-745-0660

Email: [questions@ccnonline.net](mailto:questions@ccnonline.net)

Visit CCN on the web at: [www.ccn.tv](http://www.ccn.tv)

## **George Barna**

### **The State of Evangelism**

### **Why Evangelism is Changing**

### **New Forms of Evangelism**

## **Steve Russo**

### **Making the transition from Proclamation to Socratic Evangelism**

#### **Part 1: Why is it needed?**

1. People respond differently to culture today – especially young people
2. The day of the orator is gone
3. “Whatever” experience

#### **Part 2: What is Socratic Evangelism?**

1. Socrates was the ancient Greek thinker who laid the early foundation for Western philosophical thought. His teaching method involved asking probing questions in a give-and-take conversation which would eventually lead to truth.
2. Socratic or relational evangelism is engaging someone in conversation that matters.
3. Asking instead of telling.
4. Excite curiosity and provoke thinking.
5. Emphasize understanding rather than presentation.

6. Questions must:

- Be interesting
- Lead by incremental and logical steps
- Designed to get someone to think logically

### **Part 3: Engaging Culture in Spiritual Conversations**

1. Paul's example in Acts 17: 16-29
2. Lessons we learn from Paul about spiritual conversations
  - He was troubled by what he saw in the city.
  - Paul effectively engaged the culture.
  - He was prepared to talk.
3. Engaging the culture is crucial to effectively influencing young people to live their lives for Jesus.
4. You must know or find out what a person's beliefs & ideas are.
5. Searching questions, active listening and a willingness to confront ignorance – yours and theirs.

## **Jim Henderson**

What if evangelism meant *just being yourself*: Doable evangelism for ordinary people

### **My Evangelism Chronology**

- My evangelism chronology
- Off The Maps Mission

### **Our Audience**

- Ordinary people
- Why this is needed

### **Jesus and Evangelism**

- Zaccheus
- Woman at the well
- Our obsession with conversion (a.k.a. “finish line fixation”)
- Gradual conversion normative

### **Jesus and Small Stuff**

- Five loaves and two fish
- Cup of cold water
- What we have not; what we don't have

### **Ordinary Attempts**

- The cultural equivalency test
- Free attention give aways
- Listen
- Pray
- Notice

### **Evangelize with Your Ears**

- Finish line fixation
- Sales Evangelism
- Count conversations not conversions

### **Jesus the Great Connector**

- He asked great questions
- He wasn't "selling"
- He lived small
- Sinners liked him

## Resources:

### **Revolution**

By George Barna  
Available at [www.barna.org](http://www.barna.org)

### **“The Barna Update”**

Free Newsletter with Barna’s Latest Research  
Sign up at [www.barna.org](http://www.barna.org)

### **They Can't All be Right:**

### **Do All Spiritual Paths Lead to God**

By Steve Russo

### **“Real Answers”**

Radio Broadcast  
For More Information go to  
[www.realanswers.com](http://www.realanswers.com)

### **Evangelism without Additives**

By Jim Henderson

### **Jim and Casper Go To Church**

By George Barna, Jim Henderson  
and Matt Casper

### **Off The Map**

[www.off-the-map.org](http://www.off-the-map.org)

### **Doable Evangelism**

[www.doableevangelism.com](http://www.doableevangelism.com)

### **Off The Map Live 2007**

National Conference/Seattle/ Nov 1-3

### **Doable Evangelism Seminars**

Training for local churches

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