

LEADERSHIP LESSON 7: DISCOVERING NEW PEOPLE

SOME IMPORTANT INSIGHTS

OUTLINE BY JERRI M. HERRING

“Toto, I don’t believe we are in Kansas anymore” is one of the most well known statements from the movie, “The Wizard of Oz”. That statement served to remind little Dorothy that things truly were different than she remembered them.

Perhaps the church could learn a very valuable lesson from Dorothy. All around us people are going about their daily lives searching for something that appears to be missing in their lives. They struggle with feelings of loneliness, fear of rejection and a search for “absolute truth”. That being said we can find prospects in every area of our lives. In our struggle to seek out these people we need to ask several important questions:

1. Who are we trying to reach?
(Case of Dorothy, things are changing rapidly around us.) Have we lost our focus on understanding those we are trying to reach?
2. How are we uniquely gifted to reach them?
(Would we really know a “prospect” if we find one?) What do we have to offer to a world where absolute truth is being sought?
3. Do we have an organization in place to receive names, addresses, e-mail addresses and other vital information concerning new people?
4. Do we have the right people in place to keep “prospects” coming back?
Spiritual gifts such as hospitality, helps and mercy are paramount in providing a strong base for discovering, reaching and keeping new people.

The answer for us is quite simple – there are prospects everywhere, in our homes, in our schools, in the grocery store and shopping malls. They are on the highway as we move about our daily lives. They live on our street; they attend movies, ball games, dance classes and community wide events with us.

Truth is we don’t really suffer from lack of prospects. We suffer from lack of heart!

New business coming to town? Find a way to let them know you care.

New housing developments? Be the first at the home to say you care.

Be there, get to know folks.

New school or hospital? Be there. Volunteer to read to children; get to know their parent(s).

Know your strengths and operate off those strengths. Develop a church-community profile. Does your church membership profile match your community profile? What target groups are missing? Your next door neighbor?!

Finding prospects is really very easy...they are literally all around us, and “yes, Toto, we aren’t in our comfort zone anymore”.

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1. People are searching for **friends** (so they won't be lonely).
People are searching for **absolute truth**. Not what you think...what the Bible says!
People are **searching for something that is missing from their lives.**

2. Things are changing rapidly. Do we still know **who** we are **trying** to reach? Make a list of 3 groups of people your church should be trying to reach.
 1. _____
 2. _____
 3. _____

3. What kind of **organization** will you need to put in place in order to reach and **keep** new people?

4. If it is true that there are people all around us who could be prospects, then what are the barriers that keep us from reaching them?
 1. _____
 2. _____
 3. _____

5. What are the **strengths** we have that would allow us to make a significant difference in **our town**?
 1. _____
 2. _____
 3. _____

Heart issues can be strengthened by learning, and by saying yes to God.

“As in water face *answereth* to face, so the heart of man to man.”

Proverbs 27:19

LEADERSHIP LESSON 7: DISCOVERING NEW PEOPLE LISTENING GUIDE

1. People are searching for _____, _____ and _____.

2. Things are changing rapidly. Do we still know _____ we are _____ to reach? Make a list of 3 groups of people your church should be trying to reach.
 1. _____
 2. _____
 3. _____

3. What kind of _____ will you need to put in place in order to reach and _____ new people?

4. If it is true that there are people all around us who could be prospects then what are the barriers that keep us from reaching them?
 1. _____
 2. _____
 3. _____

5. What are the _____ we have that would allow us to make a significant difference in _____?
 1. _____
 2. _____
 3. _____