

Part One:  
A look at our  
future and a call  
to do something  
about it.

## Part 1: The Future is Here

### A.I.

The digital future has arrived

*"It will happen to everybody. But not this year, and not in 2018. Maybe not my generation, but certainly that of my kids."*

*- Noelle Chesley, on human microchip implants*

We're just babies in digital ministry

## The Change Happened When You Weren't Looking

4 examples of massive advancements in the last 10 years

1)

2)

3)

4)

*People vastly overestimate the impact of a technology in the short run and underestimate the impact of a technology in the long run.*

*- Roy Amara*

## We Underestimate The Technology

The cycle of assimilation

*By 2067, we will have been desensitized  
by the social stigma of microchip  
implants.*

*- Gene Munster*

Cultural shifts are driven by technology

## Is Technology Part of the Kingdom of God?

Jesus wasn't a carpenter; he was a *tekton*

*Tek + ology*

## A Vision for the Future

Numbers 13 - 14

Technology is part of God's creation

*Then they entered the Cluster ravine, cut down from there a branch with one cluster of grapes, and carried it on a pole between them.*

*- Numbers 13:23*

## The Key is Creativity

Think like a five-year-old

The creativity verse

*Instead, we are God's accomplishment, created in Christ Jesus to do good things. God planned for these good things to be the way that we live our lives.*

Luddites

*- Ephesians 2:10*

The church is full of people afraid of ~~technology~~ creativity

## We are the Innovators

**Your challenge: think bigger**

*If your ministry in communications doesn't have the potential to last beyond your lifetime you're not thinking big enough.*

## Part 2: Think Bigger

### 1. Bigger Than Tactics... We Need Shareability.

Why people join a church

What makes for a quality message?

The message grows in community

*How is God calling you to think bigger about how you can sharing the gospel for the coming future?*

## The six sharing factors - and how they're changing

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)

**What to do:** Don't allow yourself to drown in tactics. With everything you do, ask, why are we doing this? Is this helping to share the story of Jesus and change hearts, lives and communities?

## 2. Bigger Than Data... We Need Story

The message is a story

The trellis and the vine

*Don't look for stories to do the work of preaching. Stories work best when they resonate, connect, and help the story receiver understand you are on the same planet they are on.*

## How to tell a good story

A character:

An “inciting incident”:

A problem she can’t solve:

A sage enters her life:

She receives a plan:

The plan happens:

The epilogue:

**What to do:** When someone gives you data to communicate, think bigger. Ask them, what’s the story? Show the fruit, not the seed.

## 3. Bigger Than Goals... We Need Vision

Small I versus Big I

How to recognize a creative vision

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**What to do:** Evaluate your current work. What are you doing? Is what you're working on big enough that it could last beyond your lifetime? Pray for bigger vision.

## 4. Bigger Than Design... We Need New Metaphors

Deep metaphors define life

*Metaphorical thinking half discovers and half invents the likenesses it describes.*

- James Geary

Many churches distrust metaphor

Metaphors are the root of communication

*Three-fourths of our language may be said to consist of worn-out metaphors.*

- James Geary

## 5 places to find new metaphors

1)

2)

3)

4)

5)

**What to do:** Look past the requests that hit your inbox. Think bigger about how you present information. Look for fresh images. To change the world, change the metaphor.

## 5. Bigger Than Conversions... We Need Community

IRL



## A creative calling happens in community

**What to do:** Evaluate your creative work according to community. If the main person satisfied with your work is you, it's not from God.

## Q n A



"I love this book so much. As a pastor and counselor, it has always burdened me to see a person stop taking risks, stop creating, stop living life to the fullest. God is a Creator God and we are made in His image. Thank you Len for encouraging us to dream again!"

—Ron Edmondson, Pastor, Blogger, Church Leadership Consultant

Get the book *Think Like a Five Year Old* at [amazon.com](http://amazon.com) or your favorite retailer. Visit [lenwilson.us](http://lenwilson.us) for dozens of additional posts on the creative process.