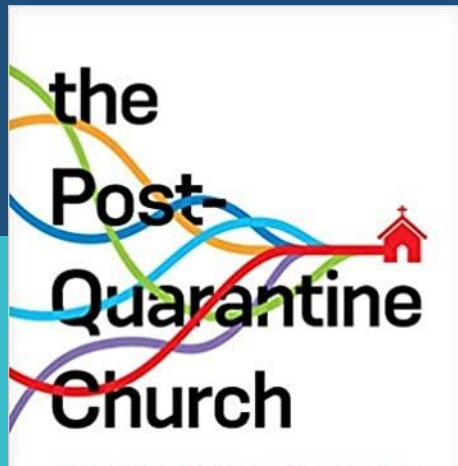
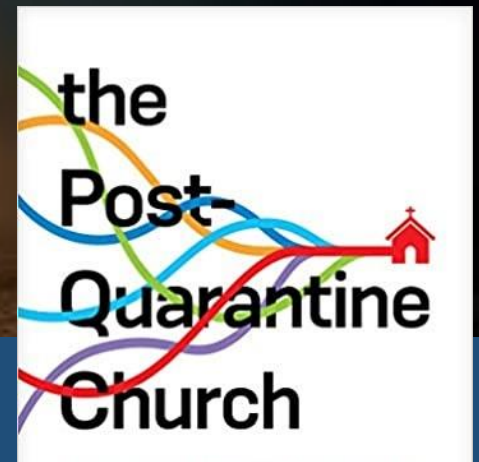


# What do we do now with our **tech**?



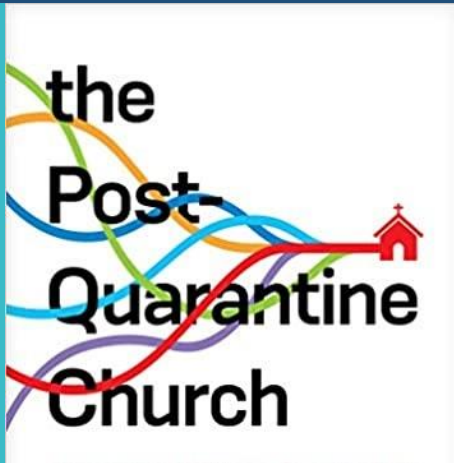
**“The biggest problem with  
the back to normal approach  
is that the world has  
changed significantly”**



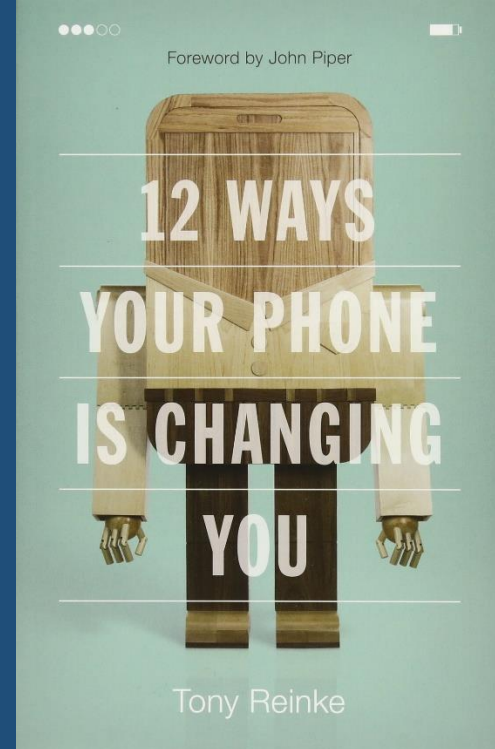
- Increased size and power of big tech
- Increased time online
- Increases searching online
- Increased polarisation online
- Increased booking
- Increased live feeds
- Increased video conferencing
- **Video** medium – lowered bar & raised bar
- **Voice** medium
- Rethinking **accessibility & disability**
- Rethinking **event & training formats**



How  
Who  
Why  
What



# How: Digital Discipleship



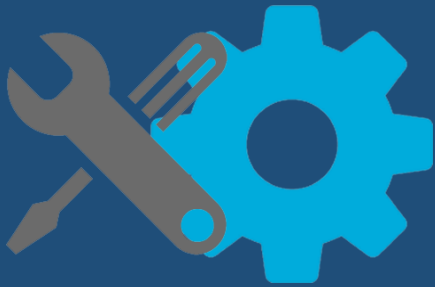
- Addiction to distraction
- Ignoring physical presence
- Immediate approval
- Losing literacy
- Consumers of content
- Distorted self-identity
- Loss of the big story
- Harshness & slander
- FOMO
- Losing meaning
- Comfort in secret vices
- Isolation & loneliness

# The medium is the message?

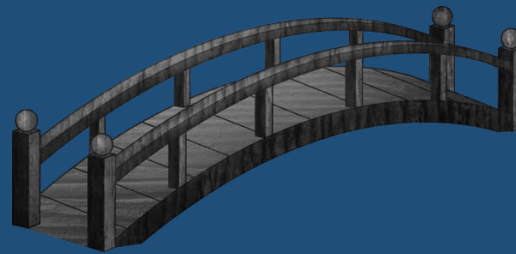
- Hear O Israel...
- Deny yourself...
- Gather together...
- Fix your eyes on Christ...

Who: **People**

Church/Connected/Unconnected



**Tools**

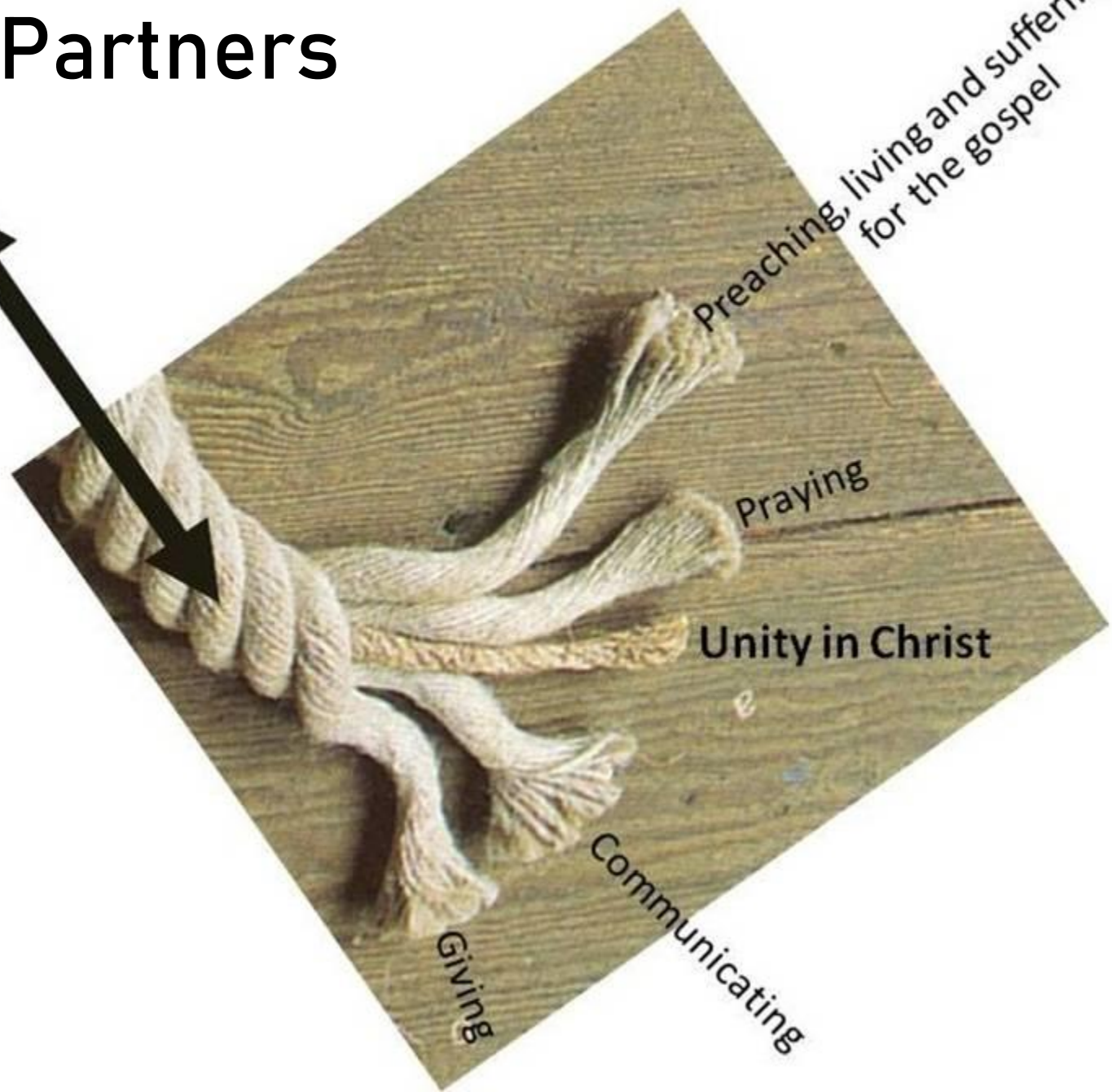


**Bridge**



**Contact point**  
**Mission field**

# Who: Partners



Preaching, living and suffering  
for the gospel

Praying

Unity in Christ

Communicating

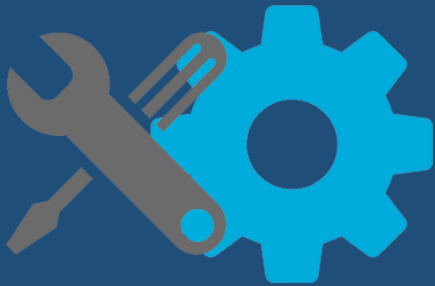
Giving



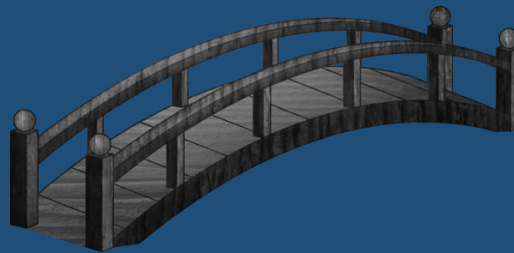
# Supply-side → Demand-side thinking

- Channel
- Starting from their living room / world
- Intuitive (e.g. website – where, when, who, why, what)
- Engagement
- Bite size content

- Who are you speaking to? (Church/Connected/Unconnected)
- Are you connecting in a way that works for them?



Tools



Bridge



Contact point  
Mission field

# Why

“Whatever you do, don’t confuse digital busyness and digital noise with **effectiveness**.”



- What is your KPI?

“He is the one we proclaim, admonishing and teaching everyone with all wisdom, so that we may present everyone fully mature in Christ.” (Col. 1:28)



# What: Hybrid/Zoom/Stream/Canned Continue/Stop/Start

- Engagement event – e.g. apologetics
- Evangelism course or event
- Newcomers event
- Church prayer meeting
- Specialist prayer meeting - e.g. persecuted church
- A small group – e.g. newcomers
- A support group
- Elders or ministry leaders regular meeting
- Training - e.g. small group leaders
- Children & youth event/regular meeting

“Do a few things well”

