

Christian Leadership Reflections

Discussion Guide

STORYTELLING: THE KEY TO RETAINING YOUR MINISTRY'S CHRISTIAN IDENTITY

https://www.cccc.org/news_blogs/john/2010/04/25/storytelling-to-retain-your-ministrys-christian-identity/



- 1) Is the story of your ministry's founding documented anywhere? If not, or if it is not in the final shape you'd like to preserve it in, write a new story and make it the 'official story' that will be told going forward.
- 2) As a leadership team, share your stories that illustrate your ministry's Christian way of life. Ask current and former staff if they have any stories to contribute. Document these stories, add them to your archives, and add them to your repertoire of storytelling as a leader.
- 3) Discuss how your mission and Christian identity might intersect with Christian theology. Which doctrines are related to your ministry's life and work? Is there anything the ministry needs to study up on? Who could best invest some time in theological reflection for your ministry?
- 4) Write a speech that could be delivered to staff, volunteers, and supporters about why your Christian identity was not only important to your founders, but is important to the ministry today and in the future. Make the content of the speech available in other formats, such as a page in the 'About Us' section of your website, a part of your employee manual, in fundraising materials, and so on.