

## Jumping the Shark

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*Jumping the Shark* is a defining moment when you know that your favorite TV program has reached its peak, and from then on it's all downhill. The term originated when The Fonz jumped over a shark on "Happy Days." Now it's a term for whenever a TV show or a company has lost touch with its audience.

Our church had jumped the shark and we didn't know it. I got the book *The Present Future*, by Reggie McNeal and we began a process to transform and keep our church relevant.

*Like Jesus we have to ask, "Who do people say that I am?"*

It began with talking to people outside our church, a running group where I was the only Christian, to get feedback from them about our church. I sought out the city manager and mayor and asked them what they thought of our church.

### How to make the shift:

1. Redefine what a win is. How do you know when you've been honorable and faithful? You have to disengage from the ministry beast and ask God what a real win would look like.
2. Embrace the church leaders. Read books and discuss them with the church leaders. Let go of personal roadblocks, your own ideas of success.
3. Go, and as you're going, you are growing and making disciples. The biggest increase in our budget is people development, and in engaging with lost people, we see our own deficiencies.
4. Budgeting: As we go out to bless people, morally neutral money has come in from businesses. People are giving more because they trust. They are not giving *to* the church but *through* the church.
5. Become externally focused.

In making the shift we became more engaged in the community, more Christ-like, and it opened doors to the heart of the city.

Brian Tome, Crossroads Church, Cincinnati, OH ([www.crossroads.net](http://www.crossroads.net))

### **From Weekview**

The definition of *missional* is knowing and doing your mission for your team.

What we did:

- Use the weekend to lead people to Christ
- Have outreach stuff
- Have a sexy arm of ministry to encourage giving
- See fruit: people are seeing our projects in the world, South African project, etc.
- Have your vision for ministry forever altered

The way God gets things done on earth is through people. Our mission is to forego safety and to make things right in the world, such as pulling little girls out of sex slavery in India. We all have different missions within the kingdom of God.

The weekend service rallies people to be a blessing to the people of our city. We're not about being a container, we're about using our facility to launch into the world.

Some strategies for being missional:

- Do very few things very, very well. You do not get points from God for doing 40 things at once.
- Look to see what God is doing and go be a part of it.
- Start small and let it build. Don't have some grand vision for 10 years down the road. Ask God what opportunities he has for you right now.
- Do official public things, and empower unofficial private things.
- Throw money where you are throwing volunteers. Only write checks to where people & prayer are going.