

The significance of context

Depth?

Degree of Impact?

EXTERNAL

- MOTIVATION/INFORMATION

Social Media/Blogs

“Taking In”
Viewing
Seat/Screen

- INFORMATION/EDUCATION
depending degree of engagement

Streaming/On-demand
Services & Content

“Talking To”
Viewing/Experiencing
Seat/Screen

INTERNAL

- EDUCATION/TRANSFORMATION

In-person Services &
Events

“Talking To”
Experiencing
Row

- TRANSFORMATION/CONVERSATION

Small Groups, Book
Studies, Classes,
Counseling, Mentoring,
Coaching, Coffee Mtgs.

“Talking With”
Dialoguing
Circle