



The Gray Matrix

...a tool for analysis and planning



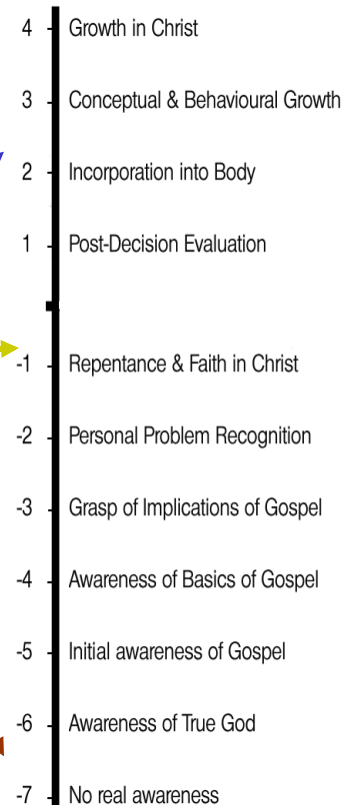
Meeting People Where They Are

- Spiritually
 - What they know and understand (about Gospel)
 - What they think they know – and misunderstand (about Gospel)
 - How they feel towards Jesus, the Gospel, Christians – and the Church
- Their openness to change
- Problems they face
- Their interests

Knowledge-based scale

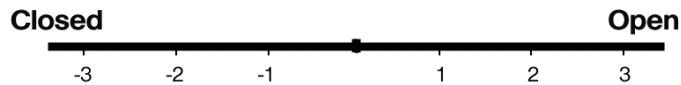
- People generally start with “No real awareness” of God (-7)
- As they receive input, their knowledge of the Gospel increases (-6 to -2)
- By God’s grace they understand repentance and faith (-1) – and act on it
- They begin to grow in knowledge and love of God
- Based on knowledge of beliefs:
 - Triune God, the Creation event, The Fall, Revelation, Incarnation, Redemption, The Church, The Return of Christ

Spiritual Awareness



No Knowledge

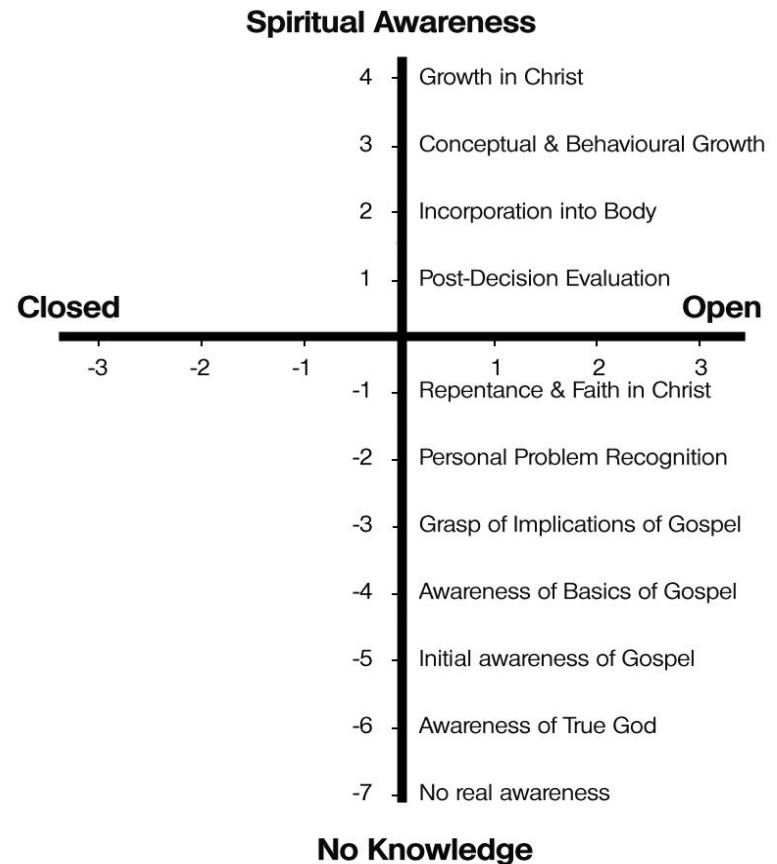
An “openness” scale



- People’s attitude towards the Gospel
- Recognition that attitude is not tied to knowledge
- Openness depends on feelings and experiences

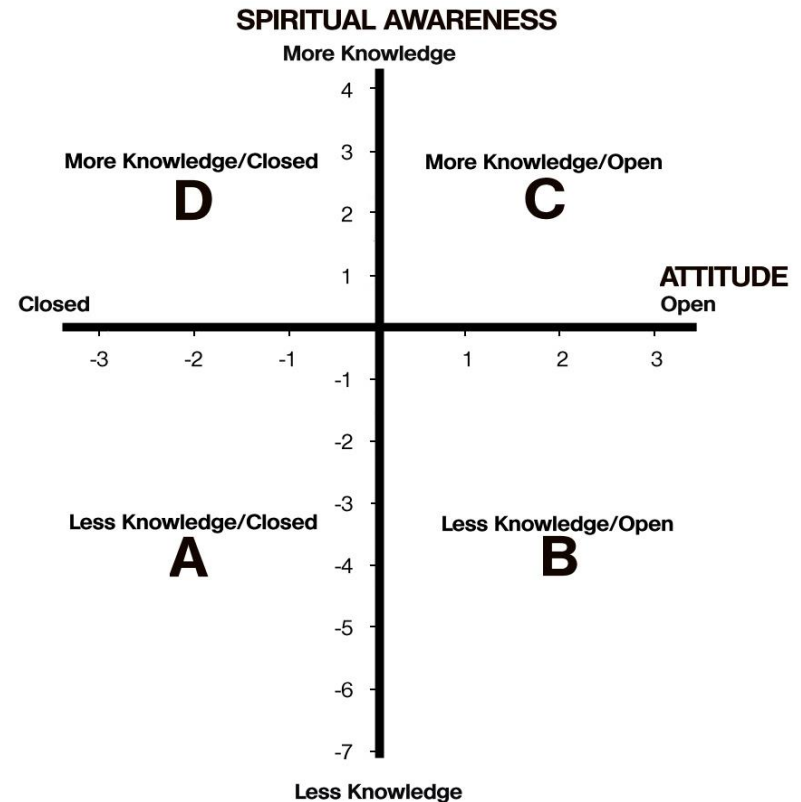
Knowledge + Openness

When we put the two scales together, we get a matrix:

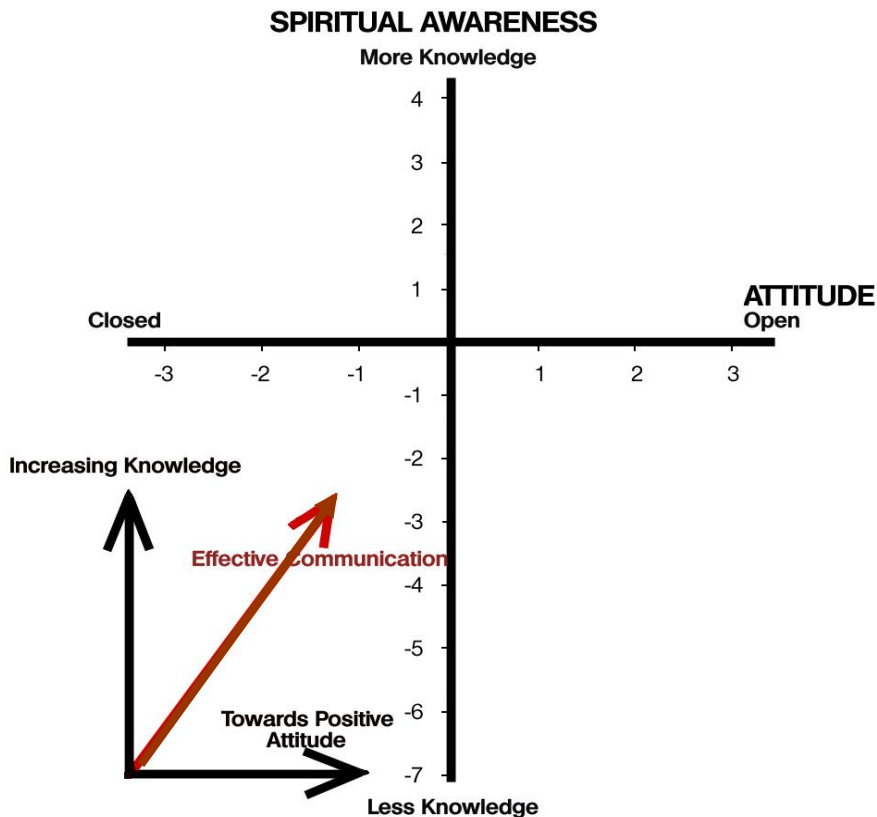


The Gray Matrix

- 4 quadrants (sectors)
 - A, B, C, and D
 - Each quadrant has a particular combination of characteristics

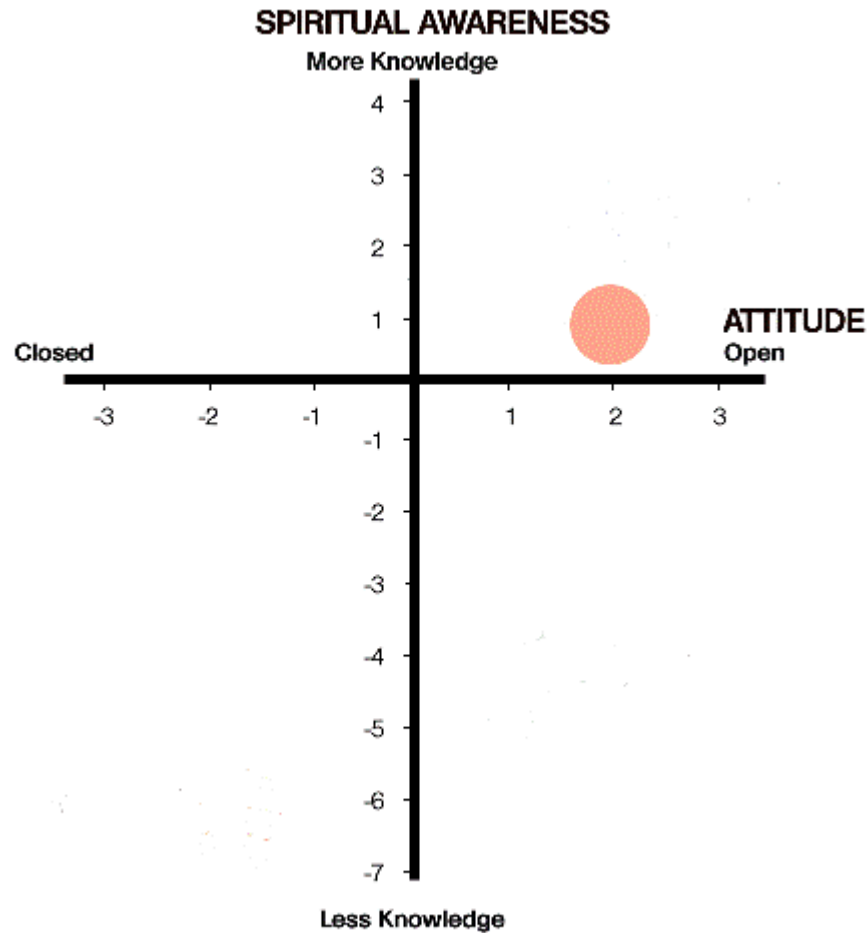


Effective faith communication

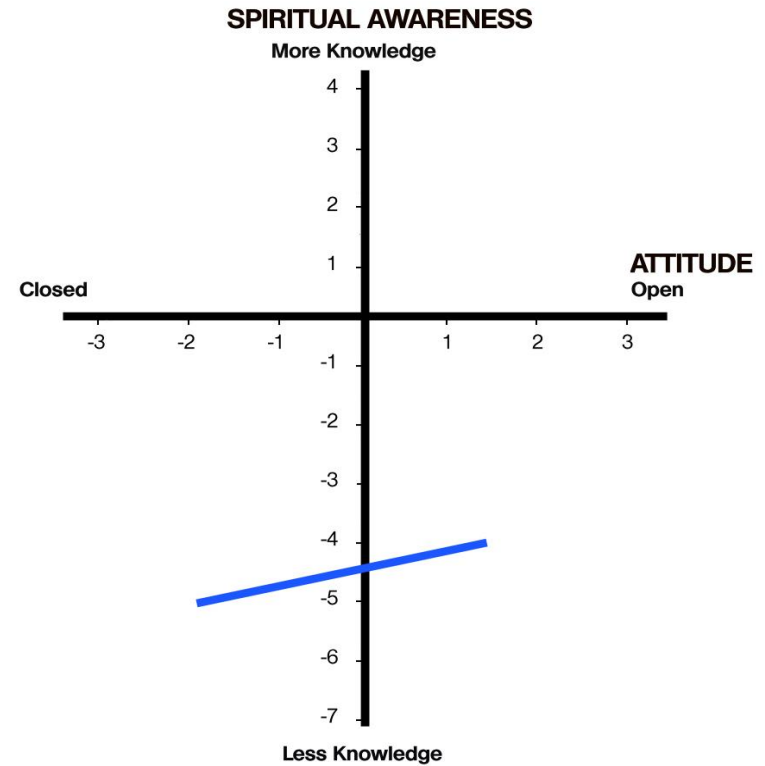
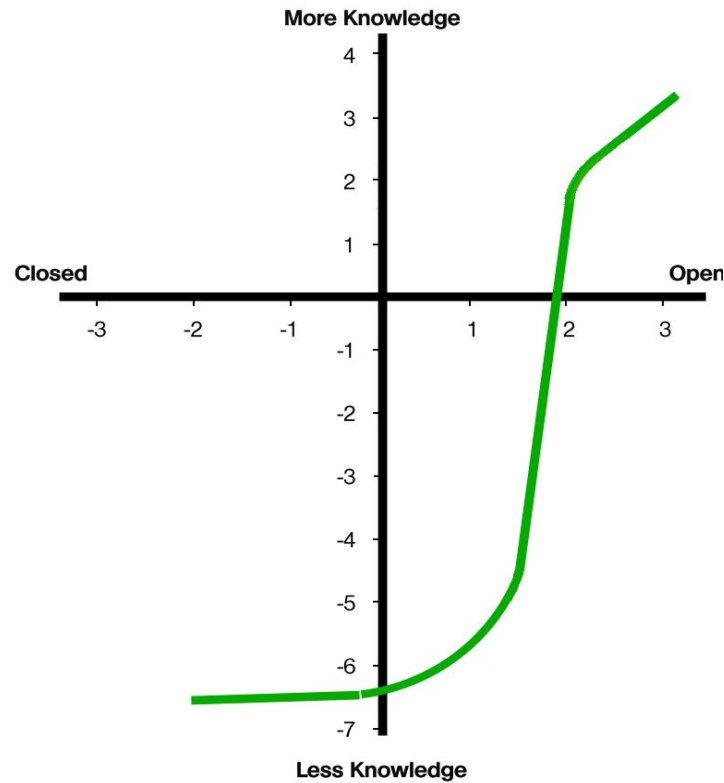


- Helps people to become more open
- Helps people to understand more
- Recognizes that attitude may need to be changed first

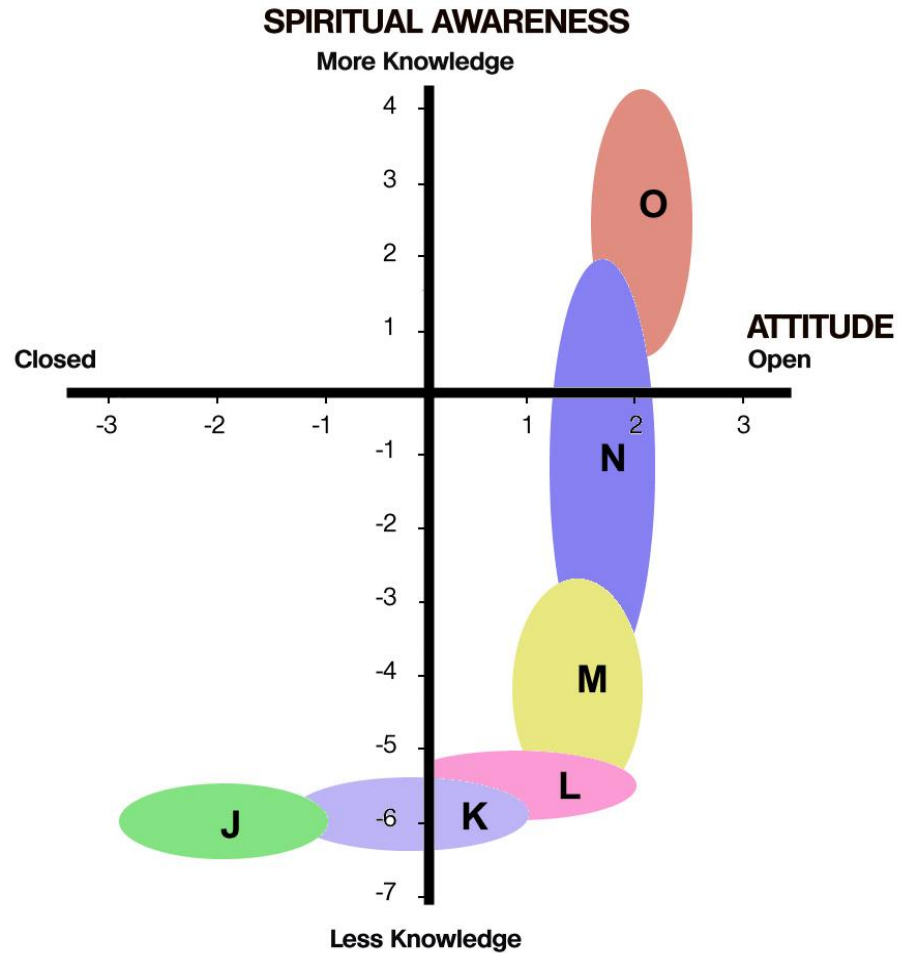
Laying a pathway



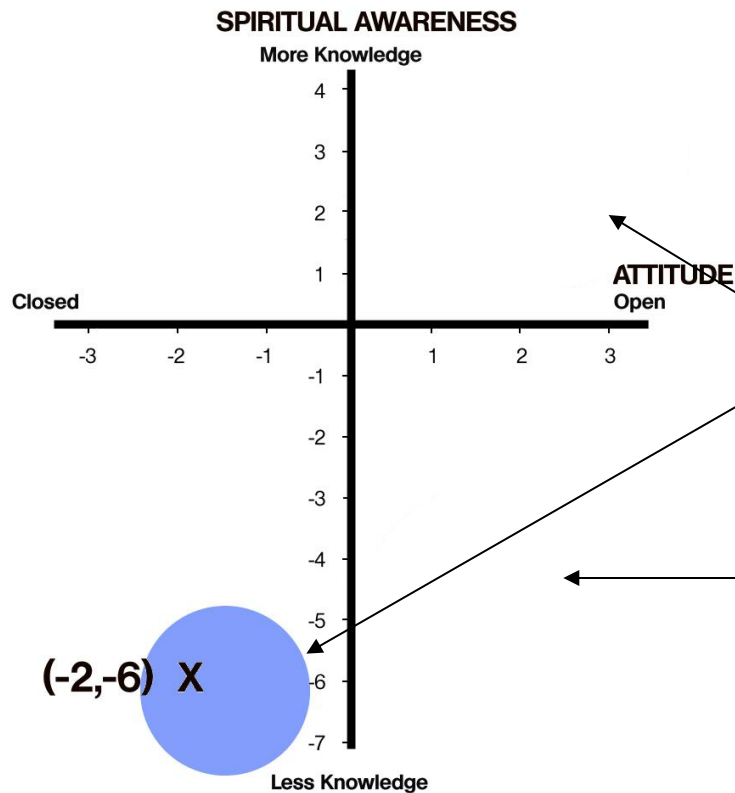
People and their paths in the matrix




Pathway: Encounters



A common problem:



- We say we are reaching people **here**
- But in reality we are speaking to people **here..**
- ...or **here**



This PowerPoint presentation is available along with related materials and other PowerPoint presentations at <http://home.snu.edu/~hculbert/ppt.htm>
