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
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

![Graph showing spiritual awareness and attitude dimensions](image)
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