



# The Gray Matrix

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...a tool for analysis and planning



# Meeting People Where They Are

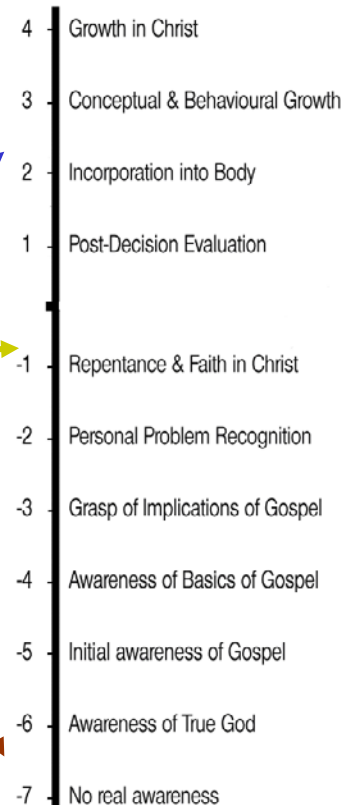
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- Spiritually
  - What they know and understand (about Gospel)
  - What they think they know – and misunderstand (about Gospel)
  - How they feel towards Jesus, the Gospel, Christians – and the Church
- Their openness to change
- Problems they face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

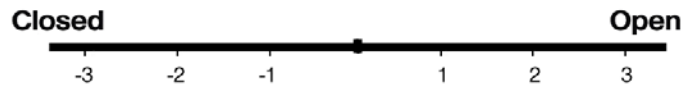
## Spiritual Awareness



No Knowledge

# An “openness” scale

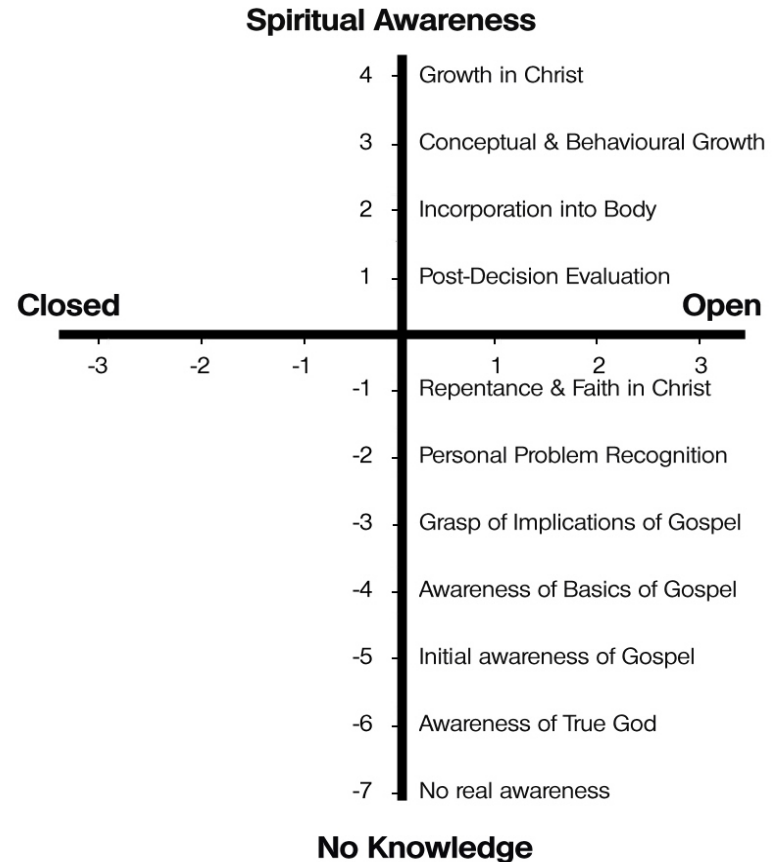
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- People’s attitude towards the Gospel
- Recognition that attitude is not tied to knowledge
- Openness depends on feelings and experiences

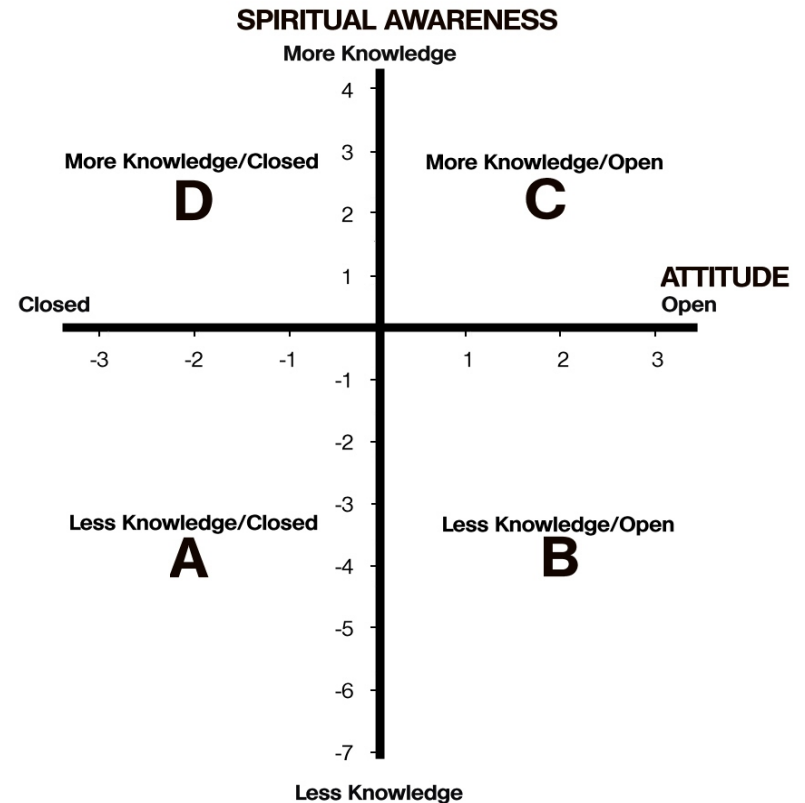
# Knowledge + Openness

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

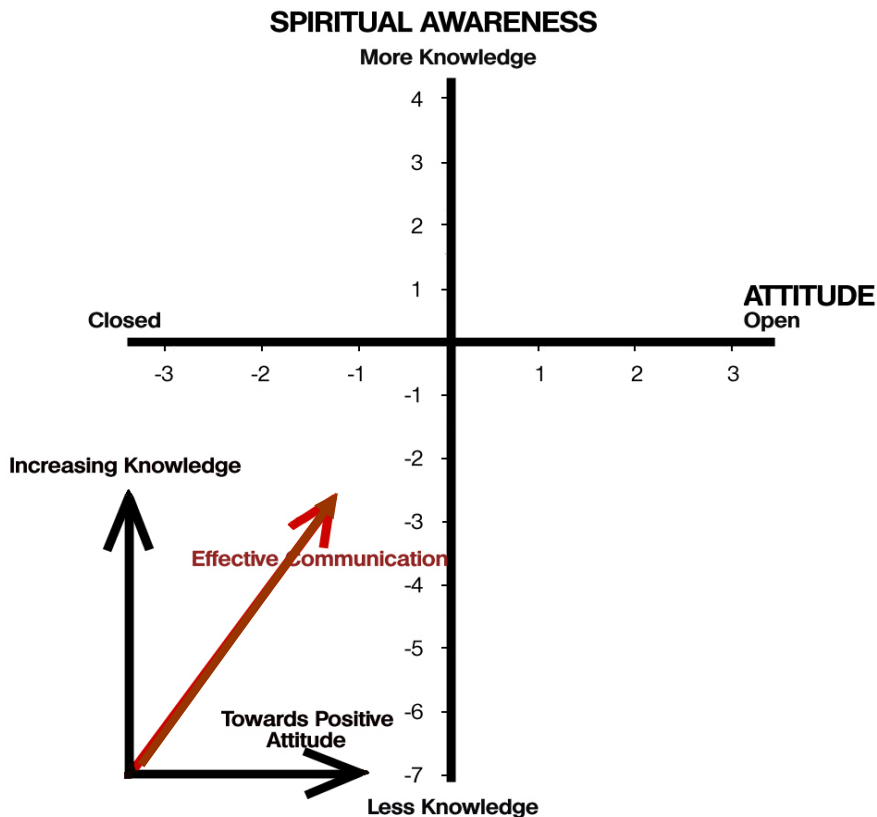


# The Gray Matrix

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



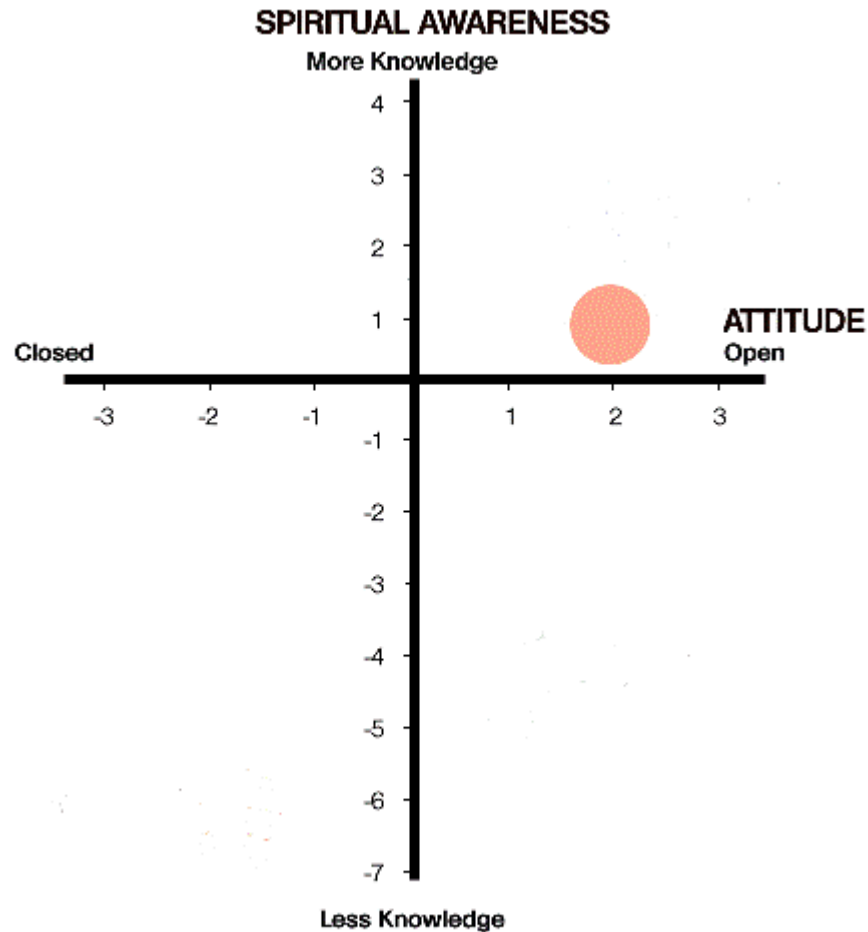
# Effective faith communication



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

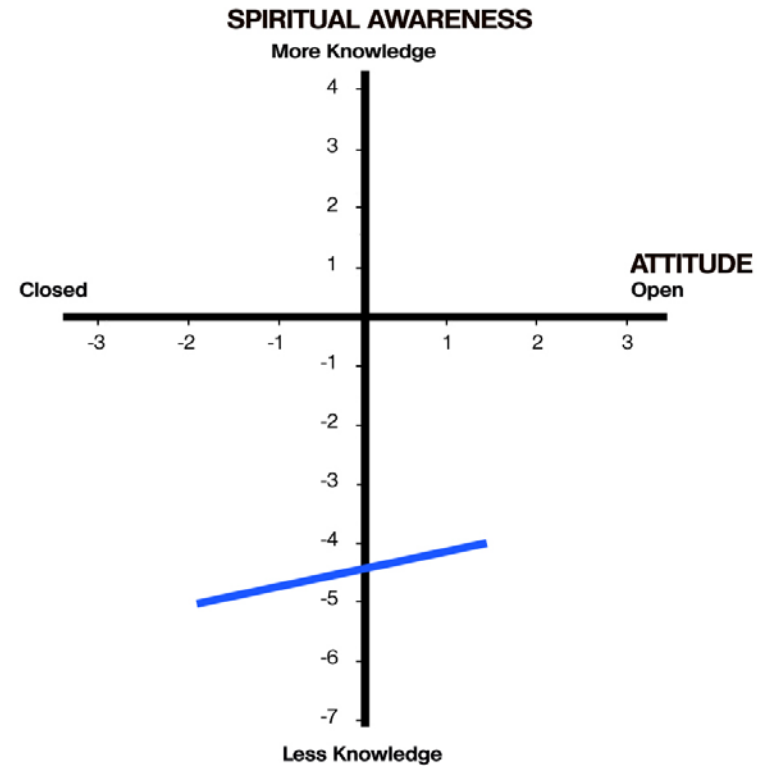
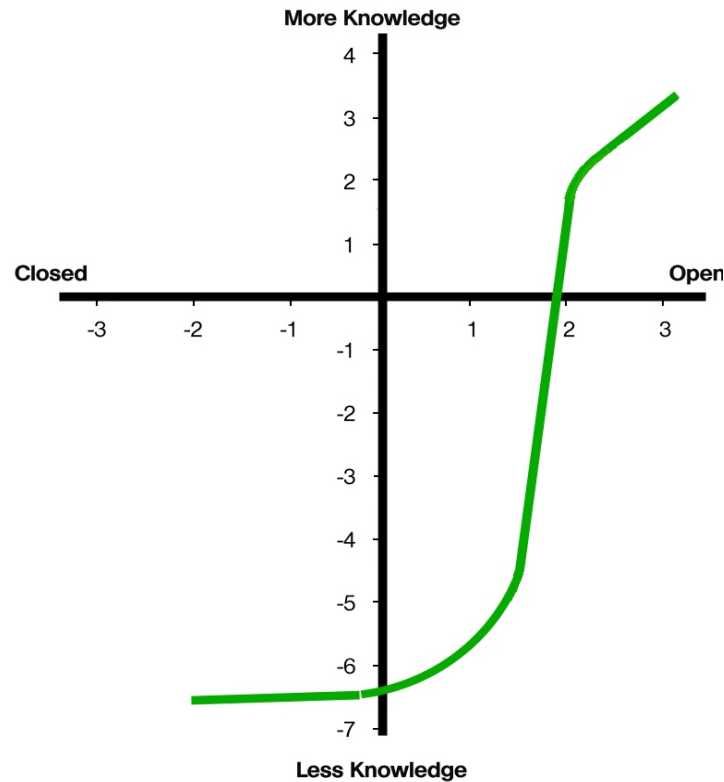
# Laying a pathway

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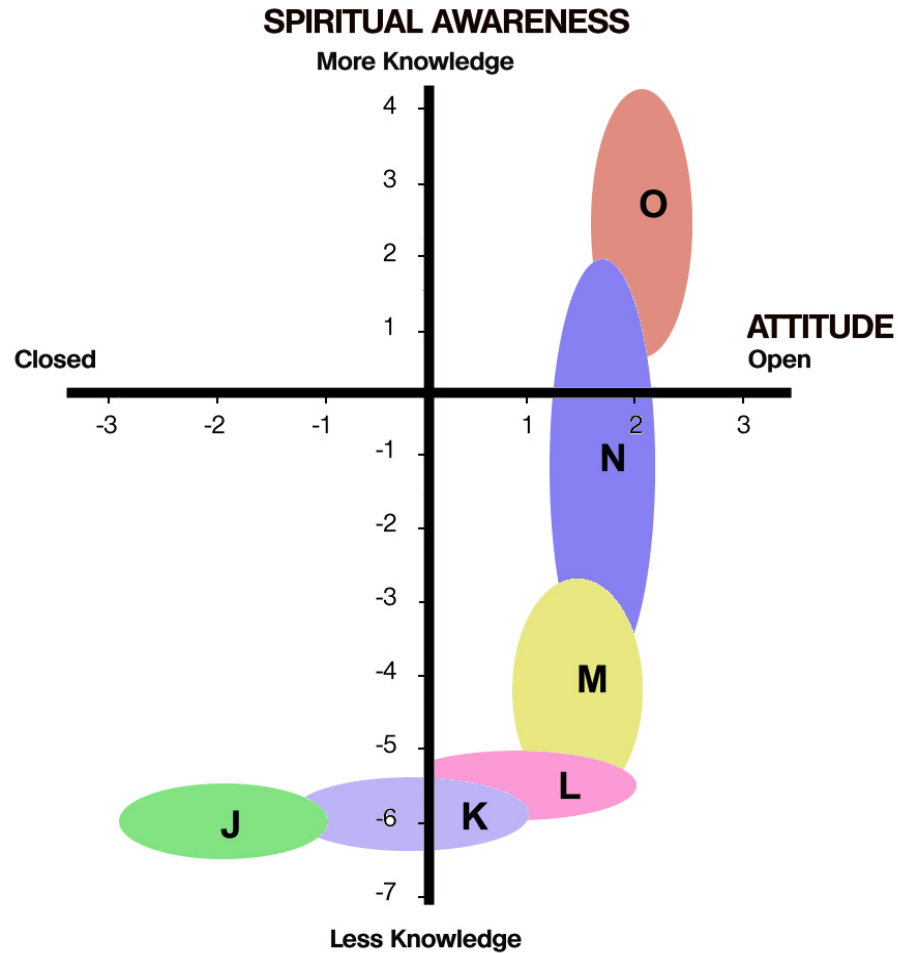




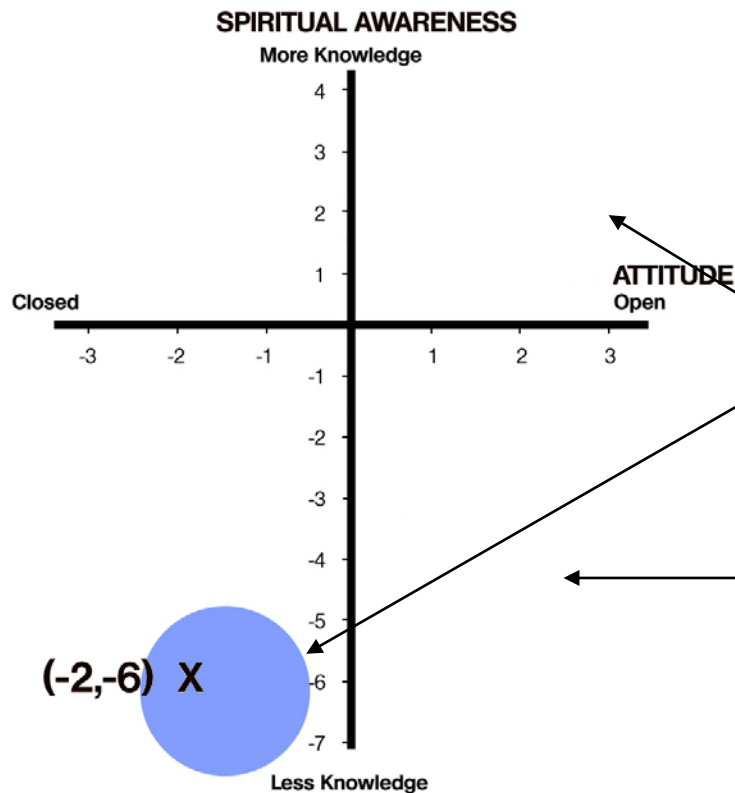
# People and their paths in the matrix



# 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>

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