

# **Multiplying and Mobilizing Witnesses**

## **Lesson 2 The Principles of Motivation for Multiplying Witnesses**

### **Instructor's Guide**

## **Lesson Guide ~ Instructor**

### **Section I ~ Module Introduction**

Purpose of this module is to be acquainted with:

- Biblical principles of motivation that create a climate for Christians to become a witnessing force.

The objectives for this module are:

- Learn Jesus' motivational principles for creating a climate that developed the disciples into a witnessing force.
- Stimulate your thoughts on how to create a similar motivational environment.
- Encourage you as you develop an action plan for recruiting a witnessing force.

# Multiplying and Mobilizing Witnesses

## Lesson 2

### The Principles of Motivation for Multiplying Witnesses

One of the primary needs in the life of the church and/or individual followers of Christ is that of motivation, which pushes us to being a positive and proactive witness for Christ.

Jesus was well aware of the power of and need for motivation in the lives of His followers. Jesus knew motivation was the ability to give a person a reason or motive that would cause him or her to act in a directed manner.

#### I. Jesus' motivational techniques.

- A. The motivational power of appeal as Jesus assembled His disciples was one of His means of attraction. He constantly framed His invitation, "Follow Me," in such a way as to appeal to the one He was inviting. To fishermen Peter, Andrew, James and John, He promised, "Come, I will make you fishers of men" (Matthew 4:19). Jesus captured their interest in fishing and reframed it so that they were motivated to leave the security of their life work in order to learn what it meant to be a fisher of men.

This same principle was used in the early stages of computer development when Steve Jobs offered a position with Apple Computer to John Sculley. "In the early eighties, Steve Jobs, the creative genius behind an almost unknown company called Apple Computer, approached Sculley with a radical idea. Jobs had decided that Sculley was the ideal executive to take Apple to the next level. His only problem was convincing Sculley. After several months of friendship building and unsuccessful wooing, a frustrated Jobs made his last-ditch appeal. On the penthouse floor of a New York City high-rise, Steve Jobs asked John Sculley the question that would change his life: *'John, do you want to spend the rest of your life selling sugared water, or do you want a chance to change the world?'*

Sculley was never the same. A short time later, to the shock of many, he resigned his position at Pepsi and became CEO of Apple Computer" (*Getting the Right Things Right* by Charlie Hedges).

There are some who contend you can't motivate other people; you can only influence what they're motivated to do. The challenge is to discover, what is the person's inward desires, sense of needs, and interest. You must frame your appeal to connect with those desires, needs and interest to the mission of witnessing and making disciples.

In such a format, the appeal to witness could be framed in terms of:

1. helping others
2. love for family
3. making a significant difference in church and community

These are but a few connecting appeals that speak to people's interest, desires, and needs. When you discover the inner drives of a person, you have a clue as to how to attract him or her into becoming a part of the witnessing force of the church.

- B. The motivational power of demonstration. There are many biblical references that illustrate Jesus' motivational influence through demonstration. The disciples witnessed Jesus' compassionate acts of caring. They saw the people respond to His messages of hope. They observed His commitment to prayer. They were awed by His spiritual authority and power.

These recorded incidents were their "on the job" training. It was a powerful pull as they observed lives transformed and healed by Jesus. They too wanted to follow in His steps and in His ministry. To gain an increase in people ready and willing to be a witness, there must be an on-the-job training process wherein they get firsthand opportunities to see how they can witness. There is tremendous influence to draw people into an activity when they have opportunity to see it demonstrated and then share in its experience. The power of demonstration enables others to believe that what they have seen done, they too can do.

1. David and Goliath – others would then slay giants.
2. Roger Bannister – sub-four minute mile. One year later, 50 others followed.

To multiply the witnessing quotient of the church, we must provide opportunities for the people to see witnessing demonstrated.

This was Jesus' instruction to the disciples. What you have seen Me do, now you go and do. And so they did. As a result, the church reached their world with the good news of God's grace, love and deliverance from sin.

C. The motivational strength of instruction. Every day with Jesus was a day of learning for His disciples. Jesus made every day and every event an opportunity to teach His followers:

1. Kingdom lessons
2. Kingdom conduct
3. Kingdom responsibilities

This training, He realized, would be crucial to them in the days ahead, when they would be the leaders of the church.

Some of the instructional lessons we should incorporate to help set a climate for motivation for witnessing would include the following:

1. Kingdom lesson
  - a. God loves lost and hurting people, and so should we, as His followers.
  - b. We can trust God to be true to His character. He is able to be all we need Him to be.
  - c. God provides deliverance over sin's grip through Jesus, His Son.
  - d. God will judge us by our response to His grace and love as revealed through Jesus.
2. Kingdom conduct
  - a. God is holy. We, as His followers, are to live holy lives, obedient to His Word and commands.
  - b. God is love. We are to love others as Jesus has loved us.
  - c. God is forgiving. So are we to be forgiving.
  - d. God is the God who takes the first step to others. We should do the same.
3. Kingdom responsibilities
  - a. As Jesus' followers, we are to be:
    1. Salt in and for our communities. Salt is a penetrating element. It influences and flavors what it touches.
    2. Light. Light illuminates; it reveals, as should we both illuminate and reveal God's love and grace to our world.

- b. As Jesus' followers, we are to be witnesses. This is not optional; it is what we must do. "If you are ashamed of me, so shall I be of you before my father" (Mark 8:38).
- c. As Jesus' followers, we are to make disciples. This is the follow-up task of witnessing, to move toward maturity in Christlikeness those who respond by a living faith in Christ.

The motivational strength of instruction is that it provides a solid foundation that gives support and encouragement for the church to be witnesses for Christ.

People tend to gravitate to that which catches their attention through its appeal. They are drawn to that which connects their inward desires to the outward expression that their lives are, in fact, making a difference. People also are influenced by being part of something greater than themselves. They are influenced by what they both can see and become a partner to. People are helped by instruction to feel confident in themselves that they are equipped for the task at hand.

Motivational principles that help influence the climate that enables people to step out as witnesses for Christ will need these threefold elements:

1. Appeal
2. Demonstration
3. Instruction

# **Multiplying and Mobilizing Witnesses**

## **Lesson 2 The Principles of Motivation for Multiplying Witnesses**

**Participant  
Booklet**

## Lesson 2

# The Principles of Motivation for Multiplying Witnesses

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5. Kingdom conduct
6. Kingdom responsibilities

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Some of the instructional lessons we should incorporate to help set a climate for motivation for witnessing would include the following:

4. Kingdom lesson
  - a. God \_\_\_\_\_ lost and hurting people, and so should we, as His followers.
  - b. We can trust God to be true to His character. He is \_\_\_\_\_ to be all we need Him to be.
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# Participants Small Group

1. What are some current appeals for witnessing?
2. What are some demonstrative ways we can incorporate others into ministry as a means of inspiring them to become active witnesses?
3. What are we currently teaching that helps create a confidence and call for witnessing?

## **Group Discussion**

1. What is there that would make witnessing appealing to me?  
To the people of my church?
2. What methods of demonstration are we employing?
3. What are some training tools we could use to enhance our witnessing?
4. What are we doing that is effective in recruiting?

# Ideas

1. Training Classes
2. Mentoring
3. Assessment Tools
4. Spiritual Gift/Interest Assessments
5. Personal Stories