

# 6 reasons why your church should reach into workplaces



by Drew Crandall

## 1. Relevance.

Where do most adults spend most of their waking hours each week? At work! Therefore, as you reach the business community, your ministry will become more relevant to (associated with) the everyday lives of people in your church and in your community.

## 2. Credibility.

Many people in today's culture enjoy their "comfort zones" and do not welcome "invasions" in their lives. They're also weary of so-called holy rollers. By consistently reaching the business community in relevant ways, you will build credibility (believability) with those you seek to influence for Christ.

## 3. Influence.

Influence means "indirect power." By consistently reaching the business community in relevant ways, and by being credible witnesses of God's power in the "real world," you can influence thousands of souls for Christ—without resorting to brute force or manipulation!

## 4. Connections.

Connections mean "links, joints, or relationships." By reaching the business community in relevant ways, you can build links with very gifted people and valuable resources.

## 5. Word of mouth.

By reaching out to the business community, building credibility, gaining influence, and making connections, you will generate positive "word of mouth" advertising.

## 6. Multiplication.

Over time, you will enjoy the fruits of multiplication. Your relevance, credibility, influence, connections, and word of mouth will eventually lead to multiplication. Your church will grow, souls will be saved, and saints will be edified!

