



CHURCH HEALTH RESOURCE REVIEW

By Ron Cary

Got Style? Personality-based Evangelism

Jeffrey Johnson

Judson Press, publisher 2009

I've often wondered why so many of us who name Christ as Lord and Savior are so timid about sharing our faith with others. In fact, honesty compels me to wonder mostly about myself! Oh, I have preached about evangelism, led a number of Bible studies on it, taught a course or two on methods, even read few good books on the subject, I just haven't done all that much faith-sharing in my daily life.

Along comes Jeffrey Johnson, a pastor and leader of the National Evangelism Team for American Baptist Churches, USA, suggesting that I might engage in faith sharing more frequently if I understood how I might do it through the natural strengths of my own God-given personality.

In his recent book, *Got Style?*, Johnson makes it easy to determine which of the six biblical styles of evangelism a person might put into practice: assertive, analytical, storytelling, relational, invitational, and incarnational. Each "style" is described in detail and provided with biblical and contemporary examples. A personal assessment form is included through which a person can then discover their own predominant styles. This is followed by a chapter on understanding the assessment and putting it into practice.

A small group or a congregation could use the assessment to discover its collective strengths or predominant styles, and then develop training around those strategic styles. If members of your church could discover their personal style of evangelism, perhaps they would engage more frequently and more naturally in sharing their faith. Healthy churches motivate healthy Christians to fulfill the Great Commission, and Johnson's book is a significant resource in helping to accomplishing that goal.

PS: Pastors in particular will appreciate the sermon/Bible study at the end of the book on the miracle of Jesus feeding the five thousand plus, as well as the chart on maintenance and missional mindsets in the church.