



THE DIGITAL MISSION

MASTERCLASS WORKBOOK

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The Digital Mission Masterclass Workbook

digitalmissionmasterclass.com

digitalmissioncourse.com

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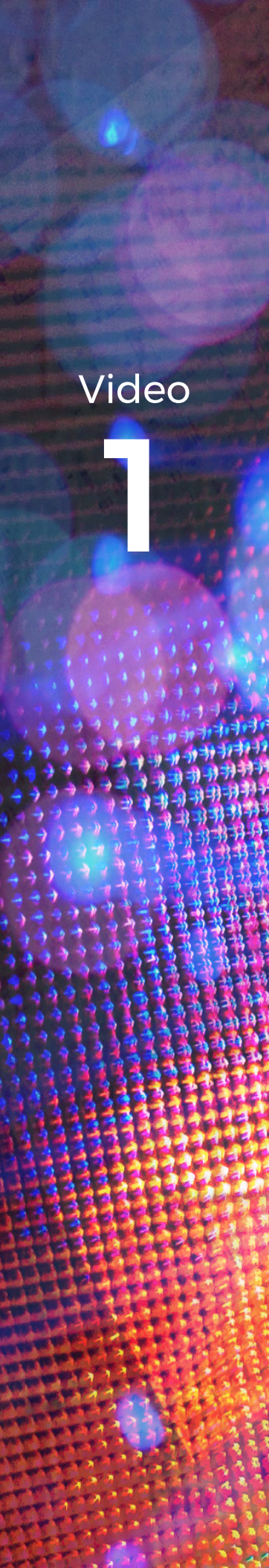
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Workbook Introduction

The Digital Mission Masterclass is designed for those who have completed The Digital Mission Course and want to move overall theory and concepts into actions and practical steps. Through this series of videos, you will learn the practical considerations for Digital Mission. Unlike The Digital Mission Course, these videos are not designed in any particular order. Rather, they can be viewed and processed in any order depending on interest and applicability.

Whether you are taking this individually or as a team, the workbook will let you follow along as well as give you reflective and application questions to move ideas into actions.

I am so excited you are learning with me on this. Let's enter mission together with Jesus into this new digital frontier.



Video

1

Introduction

The digital eruption has occurred, and a new planet has formed. The following masterclass sessions are created to help take the foundation gained in The Digital Mission Course and move it to action. It will cover a broad range of material as you implement the four shifts of digital culture into your ministry methodology and missiology.

In the following videos you will learn:

- *Ten things to consider with digital church*
- *Preaching in the blind*
- *Digital community building reversal*
- *Symbiotic digital disciple making*
- *Sharing the gospel in digital cancel culture*
- *Leveraging organizational narratives for digital culture*
- *Digital sacraments*
- *Four levels of social media engagement*
- *Creating an innovation revolution*
- *Designing and implementing digital mission*

Use the workbook as you follow along. All of these sessions are highly practical with specific implementable ideas for pastors, church leaders, boards, and ministry teams. Do them in any order you would like based on need, interest, etc.

Personal Reflection and Group Discussion Questions

How has digital technology created a digital eruption? How has it changed the cultural landscape?

What are the four shifts of digital culture? Which shift do you see most prevalent in digital space? Why?

What are some implementation questions you have as you move ideas into actions? Which of the Masterclass videos do you think will be most helpful and practical for you?

NOTES



Video

2

Ten things to consider with digital church

1) Digital is not just a different platform, it is a different planet

2) Don't ignore the audio

3) Keep the camera(s) close

4) Keep the camera(s) moving

5) Use dual hosts

6) Drive participation and interaction

7) Don't settle for connection. Build community

8) Lead to response and action

9) Be receptive to hospitality (you are entering someone else's space)

10) Be relatable and authentic

11) Don't let the Great be the enemy of the Good. Don't let the Good be the enemy of the Great. Keep innovating!

Personal Reflection and Group Discussion Questions

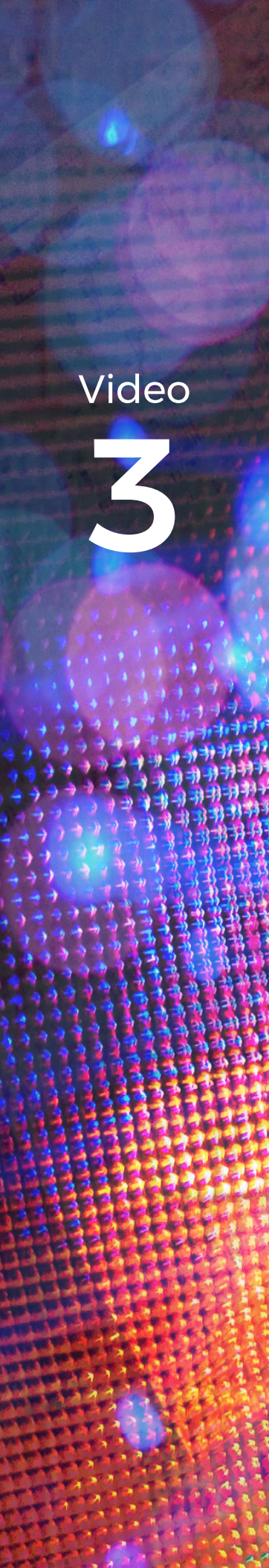
Which of these practices and tips did you find most helpful?

Which of these are you doing well at?

Which of these are you struggling the most at?

What are 1 or 2 things you can employ as you engage in ministry online?

NOTES



Video

3

Preaching “In the Blind”

Make it intimate

Make use of participation (before, during and after the sermon)

Use humor wisely and story generously

Foster and draw on relational authority

Be *transductive*

Preach contextually to your tribe

Keep it short

Use bumps

Be creative

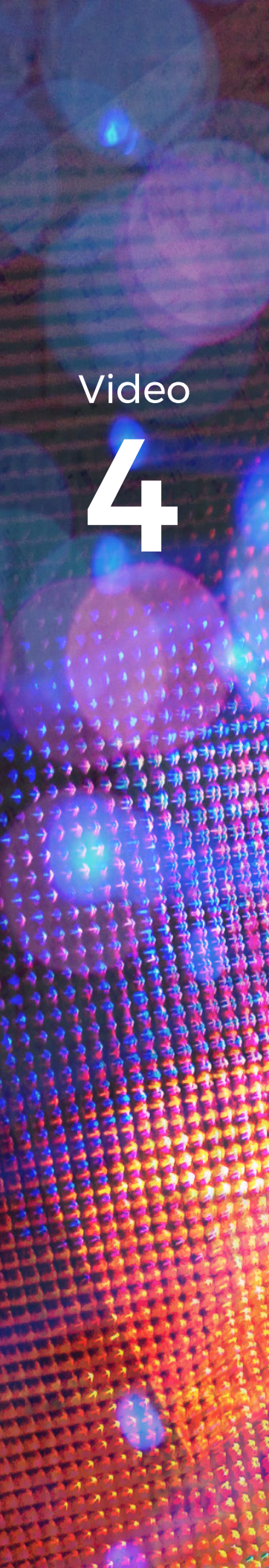
Personal Reflection and Group Discussion Questions

What is the most difficult thing for you to do while preaching digitally?

Which of these practices and tips did you find most helpful?

Which of these are you doing well at?

What are 1 or 2 things you can employ in your preaching and teaching ministry in digital space?



Video

4

The community building reversal

Digital is different

Building community is possible in digital space, it is just experienced and built in reverse.

Personal Reflection and Group Discussion Questions

Is it possible to build community online?

What has been your experience with digital community building?

How does digital foster deep community by default?

How can you be more intentional about guiding people through the shallow waters of relationship to go deep?



Video

5

Symbiotic digital disciple-making

It is time to connect evangelism and discipleship again and the shift to digital allows for this possibility.

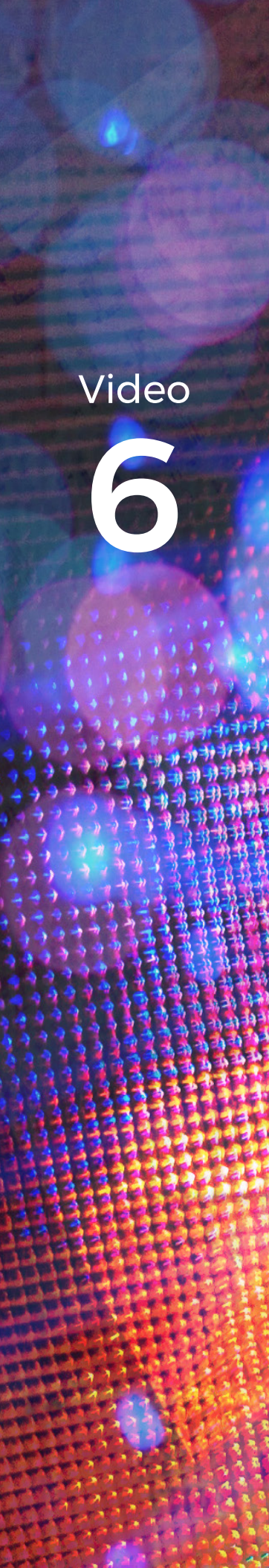
Personal Reflection and Group Discussion Questions

Do you agree that evangelism and discipleship have been bifurcated (separated) in linear/literacy culture? How do you see this play out?

Do you agree with the linearly inspired premise that discipleship will automatically and naturally lead to evangelism? How have you seen this in your experience?

What are some of the examples of the networked way in which digital is organized?

How might a more digital (networked) discipleship and evangelism model allow for a flourishing of both evangelism and discipleship?



Video

6

Sharing the gospel in digital (cancel) culture

Cancel culture and tribalism

“Guilt and innocence” worldview

“Shame and honor” worldview

“Fear and power” worldview

Considerations for communicating the gospel in digital culture

Personal Reflection and Group Discussion Questions

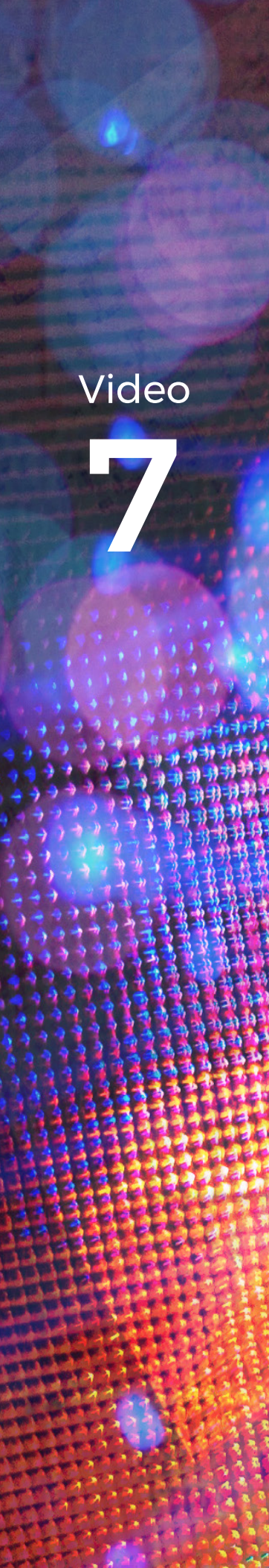
How do you see the shift in worldview taking place in digital space?

What might be some considerations for evangelism in digital culture?

Why is it important to “shut up and listen” in our digital evangelism strategies?
Why is this so hard to do?

How might the Gospel be shared best in digital culture?

NOTES



Video

7

Leveraging organizational narratives for digital culture

One of the shifts in digital culture is moving from statements to story

Organization narrative

Culture creation through story

Culture creation

Direction setting

Personal Reflection and Group Discussion Questions

Why is story such an important part of digital culture?

How could story (told through image, metaphor, and narrative) begin to replace vision, mission, value, and doctrinal statements? What would that look like?

What is the origin story of your church, ministry, or organization? Why is it retold? How could you hone that story and use it more intentionally?

What is a story that could serve as a direction narrative for your church, ministry, or organization? How could you hone that story and use it more intentionally?

Does your organization, church, or ministry have a key metaphor or image that communicates direction and vision? How could you intentionally leverage the power of that metaphor or image?

NOTES



Video

8

Digital sacraments

There are four different approaches:

High church view argues the ordinances cannot be performed online.

Medium (proxy) church view can be done online via a physical proxy.

Medium (accommodation) church view accommodations can be made online for certain circumstances (differing from convenience).

Low church view allows non-clergy members to administer the sacraments.

Remember ...

*Whatever you do, don't fall into the ditch of either
pragmatic ignorance or **pious arrogance**.*

Personal Reflection and Group Discussion Questions

What is the view you subscribe to? Your church?

In your view, are sacraments possible online?

If sacraments are possible online, what are things you can do to make it more meaningful and sacred?

If sacraments aren't possible online, how can you make them more available and meaningful to those participating online?

NOTES



Video

9

Four levels of social media engagement

Level One: Social media as information sharing

Level Two: Social media as content creation and curation

Level Three: Social media as community building

Level Four: Social media as storytelling and participation

Personal Reflection and Group Discussion Questions

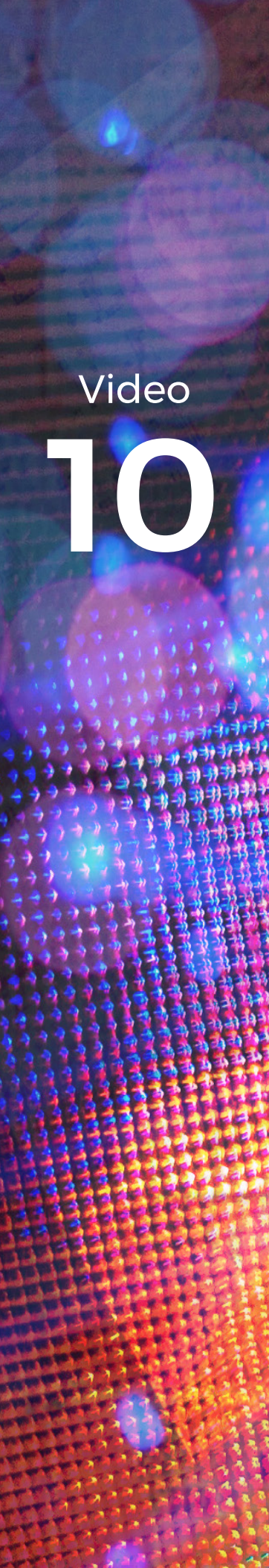
What level is your ministry, church, or organization at when it comes to social media?

What would it take in terms of people, resources, and finances to move up a level in your social media engagement?

As you consider moving up a level:

- What are the possibilities?
- What are the opportunities?
- What are the challenges?
- What are the risks?

NOTES



Video
10

Creating an innovation revolution

Challenge as opportunity

Crowdsourcing innovation

Saying **No** to say **Yes**

Resource innovation

Personal Reflection and Group Discussion Questions

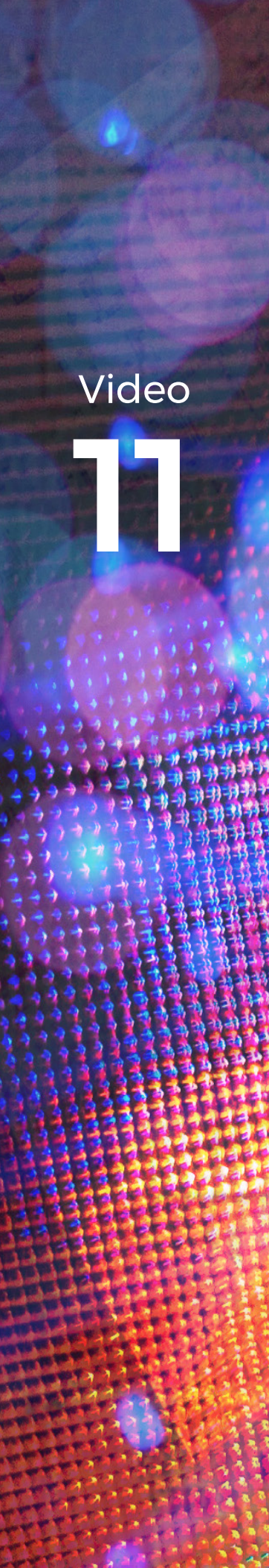
Why are both intimacy and innovation key practices and focuses for this season of the Church's life?

Why was the Church able to change so fast and innovate so much during the Covid-19 lockdown when it had struggled with change for years?

What other practices can you think of that would help to foster and create a culture of innovation in your ministry, church, or organization?

What are 1 or 2 practices you can employ to begin building an innovation revolution and culture in your ministry, church, or organization?

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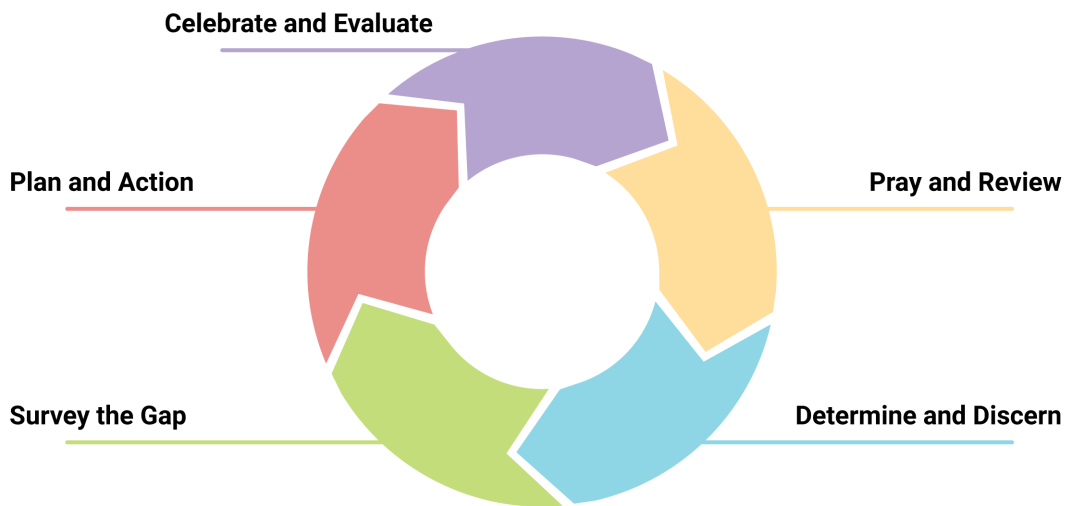


Video

11

Designing and implementing Digital Mission

Digital ministry planning process
(download printable planning sheets at digitalmission.ca)



Pray and Review

Determine and Discern

Survey the Gap

Plan the journey and move into Action

Celebrate and Evaluate then repeat

Personal Reflection and Group Discussion Questions

Use the Digital Ministry Planning Worksheets to work through this process with your leadership team. As you do, each turn of the flywheel will gain momentum.

The Digital Ministry Planning Worksheets are available for free at **digitalmission.ca**

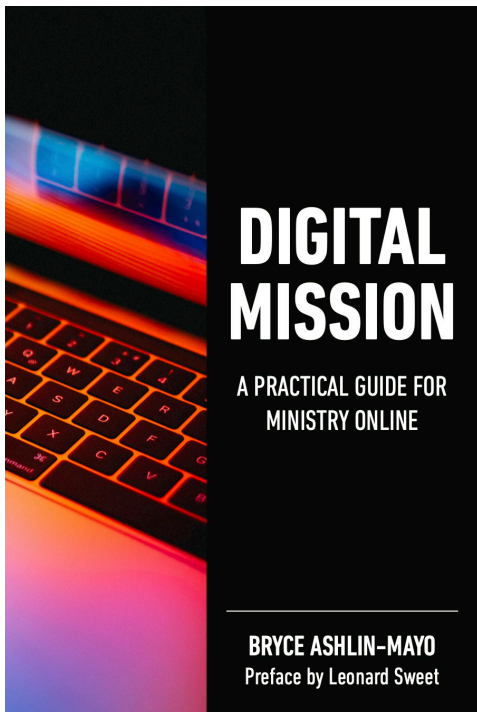
Course wrap-up and next steps

I trust this Digital Mission Masterclass gave you some practical tools for online ministry.

If I can be of any help, I regularly coach and help pastors and leadership teams on this and other ministry related topics.

Simply email me at bryce@bryceashlinmayo.com.

Other books and resources



Digital Mission: A Practical Guide for Ministry Online

Is designed as a theological and methodological exploration of online ministry with the specific goal of aiding the reader in creating an implementable online ministry strategy for a church or ministry.

We are in the midst of a digital eruption. Digital technology has done more than interrupt or disrupt our everyday lives: it has erupted and completely transformed the landscape around us. S.I.M. technology (Social media, Internet technology and Mobile technology) along with its younger sibling G.R.A.I.N.

(Genetics, Robotics, Artificial Intelligence and Nanotechnology) are reshaping our world so fast that we rarely take the time to stop and take note of what is happening and how we are adapting (or not adapting) to the new digital landscape.

This book is designed to help you to stop, observe, and adapt thoughtfully and purposefully. The following pages will attempt to answer the questions: What are the impacts of digital technology? What are the possibilities that they open for the church? What are the potential problems and risk factors? How do congregational leaders plan effective online ministry initiatives that will be faithful theologically to the nature of the church and the mission of God? How do churches move beyond simply transferring ministries online?



Age of Kings: Pursuing God's Heart in a Social Media World

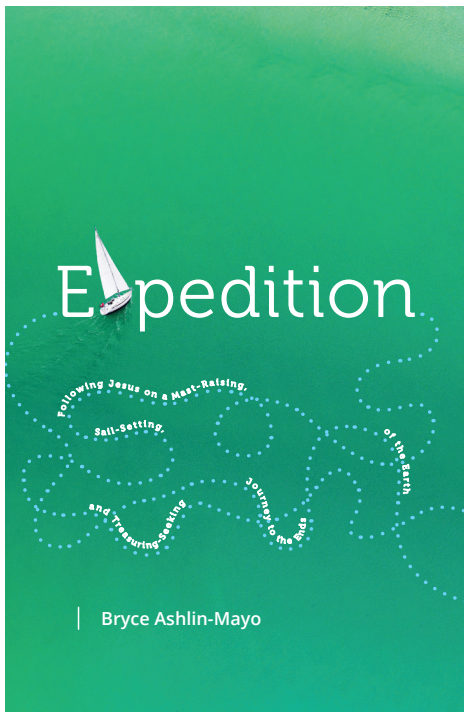
We are living in a unique time in history.

Social media and information technology have given everyone access to power, knowledge, and a platform—things that once belonged only to kings and queens.

Journeying through the life of David (a king after God's heart), *Age of Kings* addresses the issues of our social media age: personal propaganda, #hashtivism, acquaintance-friendships, trolls, selfies, desire, cognification, and fake news.

Like a guidebook for the newly crowned kings and queens of this age, *Age of Kings* equips the

reader to discover their true worth and identity, to conquer giants, to experience true friendship, to share their life authentically, to give all glory to God, to walk in sexual wholeness, to embrace humility, and to seek truth in community.



Expedition: Following Jesus on a Mast-Raising, Sail-Setting, and Treasure-Seeking Journey to the Ends of the Earth

Deciding to follow Jesus is the beginning of an amazing adventure that is much like an expedition. Like the beginning of all expeditions and journeys, there is always excitement and numerous questions. This book aims to answer some of those questions, provide some practical first steps, and give a brief orientation of what it means to follow Jesus using the imagery of an expeditionary sailing ship.

Blog/Website

Bryce regularly writes about ministry and digital culture. To discover more, visit bryceashlinmayo.com. If you would like to subscribe and be notified of new blog posts, books, and resources by Bryce, subscribe to updates at bryceashlinmayo.com/subscribe.

About me



Bryce Ashlin-Mayo has been married for over twenty-five years to Laurie and they have three great kids. Bryce has served in fulltime pastoral ministry with the Christian and Missionary Alliance in Canada for about twenty-five years in a variety of roles. He now serves as Lead Pastor at Westlife Church in Calgary, Alberta and teaches sessionally at Ambrose University and Seminary.

Bryce has a Bachelor of Theology from Ambrose University, Masters of Divinity in Pastoral Leadership from Taylor Seminary, and has completed his Doctorate of Ministry in Semiotics and Future Studies from George Fox University.
