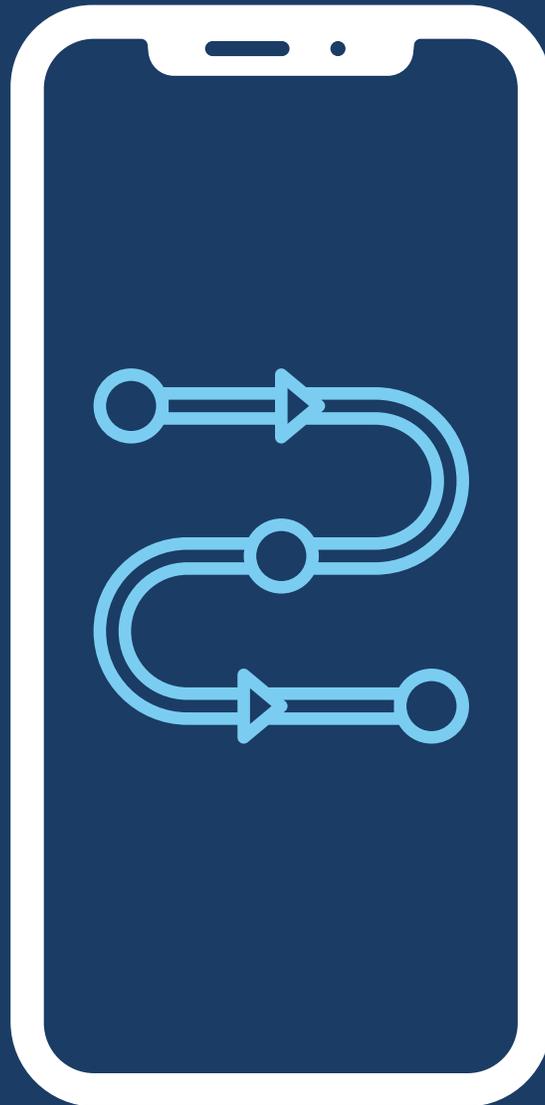
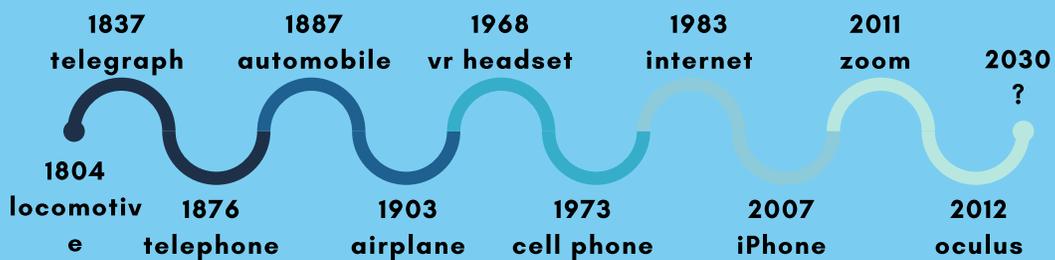
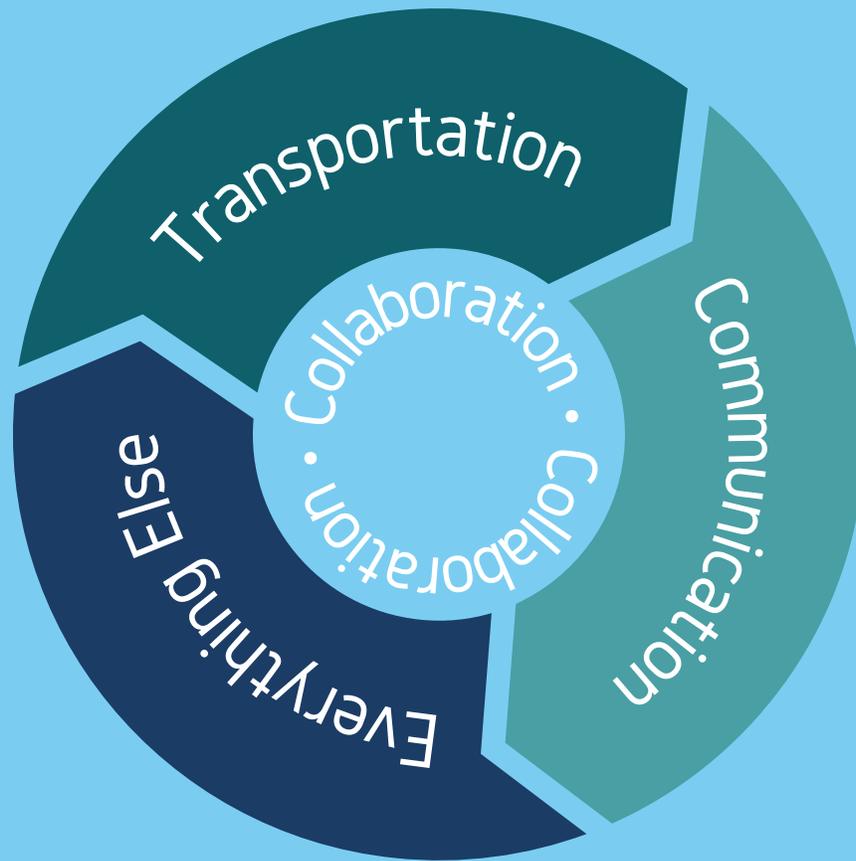


DIGITAL ENGAGEMENT PATHWAY

Growing Your Organization in a Phygital World



SOCIETAL INNOVATION CYCLE



PIONEERING

We must be grateful for any path that is paved, understanding the challenges of pioneering, of taking a machete to the forest to trailblaze. And grateful for everywhere that someone else did it for each of us. What pathways will you pave for others?

"ALONE WE CAN DO SO LITTLE; TOGETHER WE CAN DO SO MUCH"

HELEN KELLER

WHAT IS A DIGITAL ENGAGEMENT PATHWAY? why be intentional with it?

CONVERSATION IS FLUID

In the phygital era, there is little differentiation between the different platforms of communication—conversations may be started on Zoom, followed up with by text, and finished in-person.

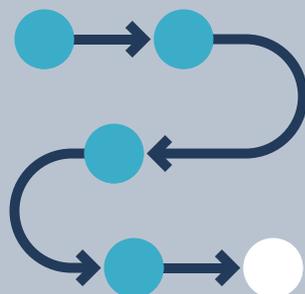


DECENTRALIZATION

The world becomes more and more decentralized. The Blockchain era levels the playing field like never before.

ORGANIC REACH

In a world overflowing with information, the name of the game is contextualization. Powerful search engines help us with that, but to reach our audience, we have to help the search engines.



PROCESS ORIENTED

If you don't know where you're taking individuals, they quickly feel like they're not important, not useful, or not qualified to join you on your journey. Know the process ahead of time.

"EVERYTHING MUST BE MADE AS SIMPLE AS POSSIBLE. BUT NOT SIMPLER."

ALBERT EINSTEIN

WHAT A PATHWAY MIGHT LOOK LIKE

ATTRACT

Instagram/Facebook/Google/YouTube Advertising
Live Zoom Q&A's & Topical Conversations
Inviting people on social media

ATTACH

Interact on the Online Campus Chats
Join a Zoom Group

ADORE

Serve on a Digital Platform
Lead a Zoom Group

ALIGN

Discipleship
Leading a Ministry

NO ONE SLIPS THROUGH THE CRACKS

With a funnel strategy that matches your organization's vision and a group of leaders who care about ensuring everyone has the opportunity to be a part of that vision, your success ratio skyrockets.



"I ALONE CANNOT CHANGE THE WORLD, BUT I CAN CAST A
STONE ACROSS THE WATERS TO CREATE MANY RIPPLES."

MOTHER TERESA