LISTENING TOUR *OPTIONS*

This resource is designed to give you an overview of the different options for your own unique Listening Tour. One isn't better than another, they simply serve different purposes. We encourage you to use the questions included in the Listening Tour Pathway to consider and discern as a team:

- What is our current capacity?
- What do we hope to learn or measure?
- What do we plan to do with the end product?

Having clarity on these questions will help direct you toward the option that is right for your Evangelism Team.

JUMP START •

- **3-6 months | <20 interviews | 80-140 person hours *(planning through reporting)***

Is your E-Team looking for a quick way to deepen relationships and discern the state of evangelism in your city? The **Jump Start** is ideal for small or newly formed teams with limited capacity who want to leverage relationships to begin conversations around evangelism and the Gospel. This process offers an excellent opportunity to hone your listening skills, see where God is already at work in your city, and discern the next right steps for your team.

Persona: TRAILBLAZER

- Hoping to form and/or deepen relationships in the city
- In "exploration mode" as a team
- Eager to start something new but willing to learn from existing movements
- Just forming or beginning to meet

CONVERSATION STARTER ••

- **6-12 months | 30-40 interviews | 150-250 person hours**

Is your E-Team looking to expand and deepen your relational connections as you listen to diverse voices in your city about the state of evangelism in your city? The **Conversation Starter** is ideal for established teams with moderate capacity and strong, relationally connected leadership. This process allows your team to listen deeply to a broad range of city leaders and synthesize what you learn to share with others, opening conversational doors to better understand your city's cultural context for evangelism.

Persona: CITY LISTENER + LEARNER

- A self-starter
- Highly relational
- Has capacity within their role to schedule and execute long-form interviews
- Conversationally intuitive (knows when to "stick to the script" and when to follow up or dig deeper)
- A humble leader (not known for pushing a program or agenda)
- Values diverse perspectives
- Research experience is a plus

STRATEGY BUILDER ••••

- **12-18 months | 40+ interviews | 250-400 person hours**

Is your E-Team looking for an opportunity to invest considerable time and relational capital to understand the state of evangelism in your city? The **Strategy Builder** is ideal for established teams with high capacity who want to spend time, talent, and treasure to gather quality data. This process allows your team to pursue a research project that culminates in a written report that shares themes, stories, and strategies for the future.

Persona: STRATEGIC PLANNER

- Extremely high relational capacity
- Deep level of existing trust among leaders in the city
- Experience or support in basic research practices
- High capacity to schedule and execute interviews (and/or delegate to other team members)
- Humble leader (not known for pushing a program or agenda)
- Means to finance a part time role for data curation/interpretation/dissemination

If you have any questions or feel your Evangelism Team would benefit from a one-on-one conversation about the ideas in this resource, please email us at eteams@palau.org. Our team is here to support you!