




**CBMC** INTERNATIONAL<sup>®</sup>



## HOW TO SHARE THE EVANGELISM AND DISCIPLESHIP MISSION OF CBMC WITH CHURCH PARTNERS

A Field Guide for Ministry Leaders



“And he gave the apostles, the prophets, the evangelists, the shepherds  
and teachers, to equip the saints for the work of ministry.”  
— Ephesians 4:11–12 (ESV)

**CBMC INTERNATIONAL**

*“Connecting Business and the Marketplace to Christ Since 1930”*

# THIS IS NOT A COURTESY VISIT

You are not making a sales call.  
You are stepping into sacred ground.

The Church is Christ's bride. We approach her leaders with humility, clarity, and conviction. Our role is not to compete with the Church. It is to strengthen her disciple-making mission in the place where most believers spend the majority of their waking hours: the marketplace.

CBMC serves in more than 90 nations. Across cultures and contexts, one reality remains constant: if believers are not intentionally formed for vocational faithfulness, a primary arena of cultural influence remains under-disciplined.

This guide provides a repeatable seven-step framework. It is clear. It is biblical. It is operational.

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*“Sunday must survive Monday.”*

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## **BEFORE YOU ENTER THE MEETING**

Take one minute and pray.

Pray for:

- Humility
- Clarity
- Unity in the Gospel
- Courage to speak plainly

You are not representing an organization first. You are serving Christ and His Church.

# THE SEVEN-STEP FRAMEWORK

## STEP ONE

### FIX THE MISSION IN ONE SENTENCE

Say this exactly:

CBMC exists to evangelize and disciple marketplace professionals, equipping them to follow Christ faithfully and to advance the Great Commission where culture and commerce are shaped.

Memorize it.

Do not improvise it.

Do not soften it.

Leadership development and networking may occur. They do not define the mission.

If the mission is unclear in the first two minutes, everything that follows will drift.

#### Self-Check

- Can I say it from memory?
- Did I lead with evangelism and discipleship?
- Was the mission unmistakable?

## STEP TWO

### BEGIN WITH THE CHURCH'S CALLING



Honor the Church before presenting anything else.

**Ask:**

“How do you currently speak about work as part of discipleship in your church?”

“Who walks with your professionals through the ethical and leadership pressures they face in their daily work?”

**Then listen.**

Do not correct.  
Do not prescribe.  
Do not rush.

Take notes.

Honor precedes influence.

**Self-Check**

- Did I listen more than I spoke?
- Did I affirm their disciple-making responsibility?

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**STEP THREE**

**DEFINE THE REALITY**

After listening, name the shared challenge.

Most believers spend their days in professional environments shaped by pressure, power, and influence. Most discipleship remains centered on personal life and church life. That leaves sincere Christians with conviction but little formation for where obedience is tested most consistently.



This is not about belief. It is about formation.

*“Be doers of the word, and not hearers only.”* — James 1:22 (ESV)

You are defining reality, not assigning blame.

Speak calmly. Let it settle.

What is preached on Sunday must survive Monday.

### **Self-Check**

- Did I avoid criticism?
  - Did I create shared recognition?
  - Did I frame this as opportunity, not failure?
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## **STEP FOUR**

### **PRESENT THE HEART OF THE MINISTRY**

Now show what we are forming.

Say:

CBMC forms marketplace ambassadors of Christ through ten defining biblical attributes that shape how professionals live out the Gospel under vocational pressure.

These are not personality traits. They are patterns of maturity rooted in Scripture and historic Christian discipleship.

#### **The Ten Attributes**

- 1. Walking daily in intimacy with Jesus Christ**  
Abiding before activity.



2. **Living in accountable relationships with believers**  
Iron sharpening iron in peer community.
3. **Sharing faith in Christ in my sphere of influence**  
Intentional Gospel witness.
4. **Helping others grow spiritually through life-on-life discipleship**  
Relational spiritual reproduction.
5. **Living an integrated life with proper priorities**  
No compartmentalized Christianity.
6. **Living a life of generosity**  
Open-handed stewardship of time, influence, and resources.
7. **Applying biblical principles to all areas of life**  
Scripture governing decisions and ethics.
8. **Maintaining a standard of excellence with integrity**  
Working as unto the Lord with consistent character.
9. **Genuinely caring for people**  
Christlike love expressed in professional environments.
10. **Living out God's call on my life**  
Faithful ambassadorship in vocation and culture.

These attributes are cultivated in accountable peer community over time.

We organize this formation around three connections:

Connection to God  
Connection to One Another  
Connection to the Gospel Mission

Over time:

Formation produces witness.  
Witness produces spiritual reproduction.  
Reproduction restarts formation.

Formation → Witness → Reproduction → Formation

We are forming ambassadors, not hosting events.



## Self-Check

- Did I present all ten attributes clearly?
  - Did I emphasize long-term formation?
  - Did I connect formation to reproduction?
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## STEP FIVE

### DEFINE THE PARTNERSHIP

Clarity removes suspicion.

The church remains the primary place of preaching, teaching, worship, and pastoral care. CBMC strengthens that work by helping believers live it faithfully under vocational pressure.

The church sends. CBMC supports.  
The church shepherds. CBMC strengthens obedience in the field.

Same race. Different stretch of track.

We are co-laborers in the Great Commission.

### Self-Check

- Did I affirm church authority?
  - Did I eliminate any sense of rivalry?
  - Did I clearly articulate alignment?
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## STEP SIX

### PROPOSE A DEFINED BEGINNING

Meetings without defined next steps create goodwill but not movement.

Offer one clear option:

#### Option A

Would you be open to a focused staff conversation about marketplace discipleship?

#### Option B

Would you consider a twelve-week pilot group with a small number of professionals so you can see this formation in practice?

Offer one option only.

Agree on a timeline.

Clarify who will initiate.

Move toward defined action within 30 days.

Clarity creates momentum.

#### Self-Check

- Was the next step specific?
- Did we define timing?
- Did we clarify ownership?

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## STEP SEVEN

### SECURE DIRECTION IN WRITING

Within 24 hours, send a follow-up email including:



- One sentence summarizing shared purpose
- A one-page overview attachment
- Two proposed dates within the next 30 days

Spoken alignment fades. Written clarity endures.

### **Self-Check**

- Sent within 24 hours
- Included specific dates
- Preserved momentum

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### **IF YOU ENCOUNTER HESITATION**

Do not defend.  
Reaffirm partnership.  
Return to evangelism and discipleship.

*Sometimes resistance is not opposition. It is caution. Patience builds trust.*



# CONVERSATION WORKSHEET

## Pre-Meeting Preparation

Church: \_\_\_\_\_

Pastor / Leader: \_\_\_\_\_

Meeting Date: \_\_\_\_\_

Current Marketplace Discipleship Approach:

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Likely Strengths:

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Potential Gaps:

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Primary Objective for This Meeting:

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Proposed Next Step:

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## Post-Meeting Debrief

What I Learned About Their Theology of Work:

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Primary Concern Raised:

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Level of Interest:

High / Moderate / Exploring / Unclear

Agreed Next Action & Timeline:

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Follow-Up Sent:  Yes  No

Date Sent: \_\_\_\_\_

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## THE SEVEN STEPS AT A GLANCE

1. Fix the Mission
2. Begin with the Church's Calling
3. Define the Reality
4. Present the Ten Attributes
5. Define the Partnership
6. Propose a Defined Beginning
7. Secure Direction in Writing

Repeat. Refine. Multiply.



## TIGHTENING THE KNOTS IN THE NET

Church partnerships are not optional strategy. They are frontline assignments in the Great Commission.

Boardrooms. Clinics. Classrooms. Job sites. Corporate towers. These are not spiritually neutral spaces.

Speak clearly.  
Listen carefully.  
Follow up faithfully.

**Let us serve the Church.  
Let us honor Christ.**

**Let us raise up marketplace ambassadors who live the Gospel where culture is shaped every single day.**





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