

# REBRANDING CHRISTIANITY

## ***BE THE BRAND***

### **Discussion Questions**

People are hungry for what only Jesus can offer, and his followers play a key role in representing his brand well to help others connect with him. We are to help the radical love of Jesus permeate our world. If we take this responsibility seriously, people will want to know why we live the way we do.

- Is there a brand (other than Christianity) that you enjoy sharing about, representing (e.g., wearing their logo), or talking about with others who also love the brand? What brand is it, and why do you love it?
- Read **2 Corinthians 5:17-20**. What is an “ambassador”? What are they responsible for? What does it mean for us to be ambassadors for Christ?

In his book, Jeff quotes C.S. Lewis, who said:

*The best argument for Christianity is Christians: their joy, their certainty, their completeness. But the strongest argument against Christianity is also Christians – when they are somber and joyless, when they are self-righteous and smug in complacent consecration, when they are narrow and repressive, then Christianity dies a thousand deaths.*

- Do you agree with C.S. Lewis? Why or why not? If you agree, can you think of a person who made Christianity attractive by the way they lived? What kind of impact did that have on you?

The New Testament has many commands about living like Christ as his brand ambassadors. Take turns reading the following passages and write down any principles or phrases that instruct us on how to represent Jesus well: **1 Thessalonians 4:9-12; 1 Peter 2:9-12; 1 Peter 2:15-17; 1 Peter 3:13-16; Colossians 4:5-6; and Philippians 2:14-15.**

- What principles and phrases did you find about being brand ambassadors for Jesus?
- Based on what you read, where do you think Christ-followers in our culture have the most room to grow? Where do you personally have the most room to grow to “be the brand”?

- Ambassadors know they are placed where they are for a purpose: to represent their king in a foreign environment. What would it look like for you to see where you have been placed (your workplace, school, neighborhood, family) as an assignment from God to reach the people around you? How does that mindset change your approach?
- How would the outsiders (non-Christians) in your life describe Christians based on what they see in you? How do you think you're helping pull people closer to Jesus in the way you live and relate? Where do you have room to grow?

## Going Deeper

Personal Study During the Week

### READ "REBRANDING CHRISTIANITY" BOOK

To take the concepts from this week's discussion deeper, read the following chapters:

- Chapter 8: Attractive Lives
- Chapter 9: Doing Good