

Echo Conference | Keynote 4 | Scott Williams

At the end of the day, every single one of us is a storyteller
If you look at the architecture of this building, it tells a story

Unity through Diversity

Galatians 3:28

Live the Great Commandment

Matthew 22:37-29 “Love the Lord your God with all your heart” “Love your neighbor as yourself”

Helps to win our neighbors who are far from God

Story of the Samaritan woman at the well, outside of Jesus’ race

How many of you would say that because of your ministry, your life is different?

Why don’t you do everything you can to tell the people in the town?

RESULT: People will believe because you told others

Marketing and reaching people is no longer about what you’re selling, it’s about the story you’re telling

Everyone has a story/testimony

Churches and prisons are the most segregated places in America

93% of churches in America are segregated

Sunday morning is one of the most segregated days of the week

Talking about race is uncomfortable

3 things we’re not supposed to talk about: race, religion, politics

We MUST be willing to talk about race

Acts 15 is first church-wide conflict

Why diversity matters:

Matters to God

God has called us to be stewards of this mystery

Every other industry besides the church has figured diversity out

If it matters to the bottom line, it matters to corporate America

Coca-Cola one of the top diversified companies

As Christ-followers we must be open to change

As Christ-followers we’re all creatives, because we’re connected to the Creator

Diversity matters to Coca-Cola, they’re selling soda water, we’re selling LIVING water

It’s not a black church, it’s not a white church, it’s God’s church

I have a heart for [diversity], will you help me?

Where is your heart as it relates to diversity?

Cell phone test: if your contacts look like you, you need to change

Until you begin to have dialogue about race, you’ll never understand how to best represent the King

Do the Great Commission

Matthew 28:19

As you are going about your business, make disciples of all nations, do it now, do it all the time

We’ve omitted the ‘all nations’

How can we expect to take the Gospel all around the world if we can’t take the Gospel down the street?

The local church is the hope of the world, and the future rests primarily in the hands of its leaders

We must be willing to do something about it

If you don't like church diversity, you're not going to like heaven
Church diversity isn't just about the color of the skin
It's about the wages of sin
The wages of sin for those who don't know Jesus who don't look like us is death
God has called everyone to do something about diversity
It's time for a little heaven on earth