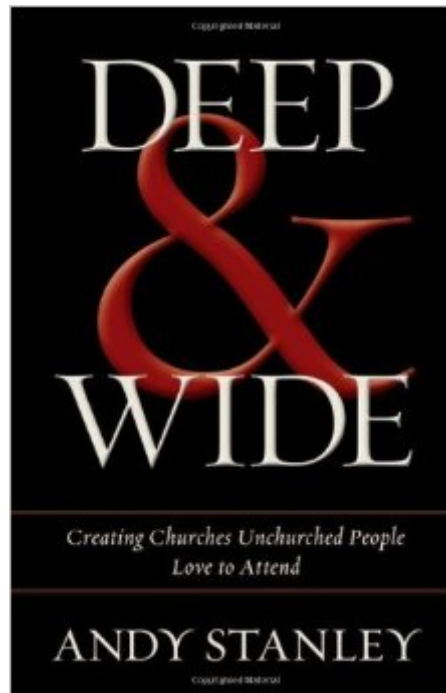


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# Deep And Wide: Creating Churches Unchurched People Love To Attend



## Synopsis

With surprising candor and transparency pastor Andy Stanley explains how one of America's largest churches began with a high-profile divorce and a church split. But that's just the beginning | Deep and Wide provides church leaders with an in-depth look into North Point Community Church and its strategy for creating churches unchurched people absolutely love to attend. Andy writes, "Our goal is to create weekend experiences so compelling and helpful that even the most skeptical individuals in our community would walk away with every intention of returning the following week with a friend." Later he says, "I want people to fall in love with the Author of Scripture. And while we can't make anyone fall in love, we can certainly arrange a date." For the first time, Andy explains his strategy for preaching and programming to dual audiences: mature believers and cynical unbelievers. He argues that preaching to dual audiences doesn't require communicators to "dumb down" the content. According to Stanley, it's all in the approach. You'll be introduced to North Point's spiritual formation model: The Five Faith Catalysts. Leaders responsible for ministry programming and production will no doubt love Andy's discussion of the three essential ingredients for creating irresistible environments. For pastors willing to tackle the challenge of transitioning a local congregation, Andy includes a section entitled: Becoming Deep and Wide. If your team is more concerned with who you are reaching than who you are keeping, Deep & Wide will be more than a book you read; it will be a resource you come back to over and over! "Couldn't be prouder of my son, Andy. And I couldn't be more excited about the content of this book. I wish a resource like this existed when I was starting out in ministry." - Dr. Charles Stanley, Founder, In Touch Ministries "Deep and Wide pulls back the curtain for all of us to see what is required behind the scenes to build a prevailing church. I was both challenged and inspired by this book." - Bill Hybels, author of Just Walk Across the Room "The most common question I get from pastors is, 'How do I get the people in my church to be open to change?' From now on my answer will be, 'Read Deep and Wide by Andy Stanley.' Thanks Andy. Great book!" - Craig Groeschel, Pastor, LifeChurch.TV, author, It: How Churches and Leaders Can Get It and Keep It "No one has given me more practical handles for establishing a focused vision than Andy Stanley. Deep and Wide is a rich resource to help all of us stay intentional about the main thing - building a church that reaches people who are far from God." - Steven Furtick, Lead Pastor, Elevation Church

## Book Information

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## Customer Reviews

If there is one thing that Andy Stanley is passionate about (and writes well about) it is the fact that most churches need to do everything they can to reach people that are not in church. *Deep And Wide* is unapologetic about the fact that one of the most important ways that people become Christians is that they are invited to church by a friend or family member, and then they are confronted with God (usually over time, often over years) and are changed because of that confrontation. *Deep and Wide* is both Andy's story and the story of North Point. If you want to hear about how Andy felt called to start a church (it really was the result of being pushed into it and problems with the church he was previously working at), or you want to find out why North Point is so focused on its children's ministries, or why Andy believes that one point sermons that are not primarily exegetical (but primarily are focused on an application) are the right way to preach, then you need to read this book. This book is not for everyone. If you are at a church and you do not want to invite anyone to come to your church (I have been a member and the chair of the deacons at a church that I did not want anyone else to come to, so I know the feeling) then you may not want to read this book. On the other hand, if you really believe that the church should exist in order to point people to Christ, then this book is for you. I do not think the book is perfect. I really wish Andy had re-written the section about church history. He does what most evangelicals do and points to the early church, mentions Constantine and then skips to the Reformation and again skips to modern US.

Book Review: Deep and Wide by Andy Stanley

Andy Stanley's *Deep and Wide: Creating Churches Unchurched People Love to Attend* is part memoir and part instruction manual on how to create churches for those outside the church. *Deep and Wide* is divided into five sections, "My Story" is Stanley's personal background, "Our Story," is the story of the planting of North Point Community Church in 1995 "Going Deep," covers North Point's spiritual formation technique "Going Wide," is about how North Point structures its programming for outreaching and "Becoming Deep and Wide," is about helping churches to transition to the type of church Stanley advocates. My thoughts on what *Deep and Wide* gets right and what it gets wrong are detailed below.

What *Deep and Wide* gets right: Transparency

In section One, "My Story," Andy Stanley shares his experience as a kid with a famous preacher for a father (Charles Stanley, for those who don't know), his time as a youth pastor working for Charles Stanley, his father's divorce and all the strife it caused between Andy and Charles as well as Charles and his church. Given that Andy Stanley and his father Charles Stanley are both famous preachers, the transparency in these stories is to be commended. Recounting a story about Charles coming over for dinner Andy writes, "By the time the night was over, we were standing in my driveway yelling at each other like a couple of middle-school girls. Meanwhile, we were getting up every Sunday in front of our respective congregations acting like everything was fine" (p. 40). Stanley begins his book by telling how God has used the broken situations of his life to lead him to where he is now and he doesn't attempt to whitewash his past.

I was surprised when an advanced copy of Andy Stanley's new book showed up at my office. I opened it right away and began reading! *Deep & Wide* is a refreshingly honest and open explanation of Stanley's (and North Point Community Church's) approach to reaching people who would not identify themselves as Christians and then helping them grow in their faith. It's a thought provoking work that is sure to give any Christian leader ideas to chew on - especially if you're leading a church that is seeing little conversion growth. If you are trying to build a church that is effective at reaching unchurched people, this is a wonderful vision-casting book. I found it compelling, inspiring, and easy to read. Any volunteer could understand its message and every pastor will find a gold mine of ideas that could breathe life into their leadership and ministry. Those who tend to disagree and disapprove of Stanley's approach will, no doubt, pick apart the ideas presented with simple sound bites removed from their context. Perhaps they do this to intimidate those who have yet to read the book in an effort to keep them from reading it and to justify their own lack of effectiveness of leading people into a relationship with Christ. I've found that when I disagree with someone the best thing to do is to take my thumb and first two fingers and then stroke them

over my chin while saying "Humm." I've found that I learn more that way than just rejecting what challenges my opinions and approaches. The ideas and principles Stanley presents have the potential to sharpen your own approach to reaching people far from God ... and deepen people who are already walking with God. Especially helpful was his explanation of their approach to discipleship (pp. 101-149).

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