

Study Group

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Fearless Faith Conversations with Non-Christian Clients (Part 1)

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Initiating a faith conversation with a non-Christian client can be intimidating. Our primary responsibility is to serve our clients with excellent financial advising, but faith-based interaction has eternal significance as well. We need to balance our professional advice with our concern for clients' wellbeing and ultimate destiny. Today, Kingdom Advisors studies the natural ways we can integrate our faith into interactions with clients who have not yet embraced belief in Jesus.

Why Is It So Challenging?

- We may not have integrated faith into our advising from the beginning.
- We want to bring it up in a natural, unforced way.
- Many of us work for secular firms.
- We don't know our clients' experience with faith/religion.
- We don't know how the client will react.

What Faithfulness and Obedience Look Like

Based on the examples of Jesus and the apostles in Acts.

Goal: A systematized template to use with every non-Christian client that can be tailored to each client and that meets them exactly where they are spiritually. It should be easy to remember, easy to use, and easily repeatable.

Misconceptions About Integrating Faith into Practice

Misconception #1

Integrating my faith into my practice means I must share the gospel with every client.

- Jesus didn't share the gospel in every interaction.
- Evangelistic opportunity example—Rich young ruler: Jesus engaged him at the point where he was at that time and didn't explain more.
- Sometimes your role is simply to till the rocky soil. Sometimes your role is to plant the initial seed of God's Word. Sometimes it is to water the seed that someone else planted. Sometimes your role is to directly share the gospel.

Misconception #2

Integrating my faith into my practice means I must share my personal testimony with every client.

- The Apostle Paul used this model only twice (defending himself in court both times).
- This model is effective:
 - When your client is in the same place you were at that time
 - When your client is struggling with some of the same issues you were
- Examples of when this model is not effective:
 - When the client’s situation is greatly dissimilar to yours
 - When your client has had a negative church experience
 - When a client has experienced tragedy
 - When your client is not sure God exists

Sharing one’s testimony is not the primary way to start a faith conversation.

Misconception #3

Integrating my faith into my practice means I must spend more time on spiritual issues in client meetings than on financial issues.

- This is unreasonable because our clients are paying us for financial advice. Our employers have hired us to give financial advice.
- The most effective way to build a relationship of trust that is likely to invite spiritual discussion is to be an excellent and highly competent financial advisor. Spiritual discussion is much more natural when there is a strong personal relationship already in place.
- If you place this burden on yourself, the best case scenario is that you’ll force awkward and uncomfortable conversations on yourself and your client. Worst case scenario, you’ll avoid faith discussions altogether. This is where most of us fall.

Clients Before Conversion



Spiritual Disinterest

Movement is from the most extreme (hostility) to ridicule to apathy.

Spiritual Interest

Progression is from general interest in spirituality to belief in God to a desire for the truth. At this point, the client could be asking serious questions about God, the Bible, sin, and judgment. Now is the time to share the gospel. It's obvious when the client is at this stage.

Our objective is to guide our non-Christian clients along the continuum, meeting them where they are and leading them forward, one step at a time.

Incarnational Ministry

We can't expect our clients to jump to where we are on the spiritual continuum, but we can join them where they are and walk alongside them, guiding them along toward Jesus. Conversion is not the only "win" or success in witnessing. One step closer along the continuum is a victory.

Keep reminding yourself: my goal in this meeting is to help my client move just one step along the spiritual continuum.
