

## Why is an Understanding of Worldview Important?

We live in a culture that is radically different from what it was even two or three generations ago. Our society has changed from one that was based upon Christian worldview principles, to one that is now very pluralistic and can legitimately be characterized as post-Christian.

Added to that, it is clear that there is a great deal of confusion within the Christian community itself. That confusion relates not only to the inability of believers to fully understand the problems we face in our culture, but also to a lack of understanding about how to deal with those problems. It is worldview concepts that give us the tools we need to grapple with these issues.

## What Is the Issue MarketFaith Ministries Is Trying to Address?

*MarketFaith Ministries* was created to help Christians understand this anti-Christian storm, and provide training about how to stand strong as faithful witnesses for Christ in the midst of it.

Modern Christians face a huge problem in attempting to understand the root cause of our society's current drift away from Christ. What we have is a clash of worldviews that, in the 1960s and 1970s, tipped decidedly in favor of Secularism. That trend has only accelerated since that time. Unfortunately, virtually all institutions of modern society (politics, entertainment, education, news media, business, family, and even many churches) are now dominated by non-Christian worldview beliefs.

There are many organizations, including some Christian ministries, that are working to positively influence the culture by engaging these societal institutions. As important as this is, it is not enough; individual Christians must somehow be engaged in the process. The purpose of

*MarketFaith Ministries* is to give believers the tools they need to more actively express Christ in the world. We believe that worldview discipleship training has the greatest potential to actually make this a reality.

Serving God out in the world is the “grunt work” of Christian ministry. To do this kind of work, everyday Christians must get down in the trenches and express Christ in their world. Without this, the church will fail in its mission! Pastors generally have the opportunity to get in-depth training at a seminary or Bible school to learn to do the work of ministry. But where is the average Christian going to have that kind of possibility? The only logical place is the local church.



Unfortunately, most churches simply don't have the resources to get at this effectively. The result is what has already been described – a culture that is drifting ever further away from God. A powerful solution to this problem is a ministry dedicated to helping the church in this arena. That is the calling of *MarketFaith Ministries*.

## What we Teach

A worldview is a set of beliefs – but not just any beliefs. It is the beliefs people hold that help them distinguish between reality and fantasy. Sadly, there are billions of people in the world that are completely convinced that what they believe is real – when, in fact, it is not. Our Christian faith is true reality, and Christians need to be able to express their faith in a way that bridges that gap.

**The 4 Categories of Training We Share**  
*MarketFaith Ministries* has a very specific worldview discipleship curriculum that we share. We have broken it down into four areas.

### 1. *What is Worldview?*

Worldview concepts are based on a missionary paradigm. In previous generations, average American Christians did not need this kind of specialized knowledge. But in our increasingly pluralistic society, it has become a necessity.

### 2. *The Christian Worldview*

Most Christians are familiar with the basics of Christian doctrine. Our training puts this in the context of a worldview paradigm. This gives believers the tools to understand their own faith in a way that allows them to compare it with other faiths, and to see why ours is the truth.

### 3. *Worldview and the Christian Life*

A Christian worldview uniquely expresses itself in the daily life of a Christian. This training helps believers see clearly how biblical worldview beliefs must play out in the Christian life.

### 4. *Worldview and Your Witness*

A worldview paradigm provides a method for understanding every faith system in existence – our own as well as others. This training gives believers the tools to share their faith across worldview barriers.

## Feel Free to Invite Us

The very reason for the existence of *MarketFaith Ministries* is to equip believers to be effective disciples of Christ out in the world. It would be our great pleasure to explore the possibility of bringing this kind of discipleship training to your church or Christian organization.

## Contact Us

As we seek to build up the body of Christ, we would love to share with you personally the work of *MarketFaith Ministries*. Whether for a one evening, one full day, or an entire week training opportunity, we are willing to work with you to provide a powerful Christian worldview training experience that fits your needs. If you would like to explore ways we can help support your church or Christian organization with a worldview discipleship training experience, please contact us in any of the following ways:

### MarketFaith Ministries

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e-mail: [info@marketfaith.org](mailto:info@marketfaith.org)

Please visit our website at:

**[www.marketfaith.org](http://www.marketfaith.org)**

Those who desire to go deeper in their understanding of worldview principles and concepts, will find the *MarketFaith Ministries* website to contain a vast array of resources that pertain to all of the categories of worldview training that we share.

## MarketFaith Ministries Ministry Staff



**Freddy Davis**

Freddy Davis is the president of MarketFaith Ministries and a foremost expert on the topic of worldview. He is the author of numerous books and articles, and frequently serves as a guest speaker for churches, businesses, and other organizations.

Freddy received his BS in Communications from Florida State University, as well as an MDiv and DMin from Southwestern Baptist Theological Seminary. In addition to starting and pastoring churches in the U.S., he spent nearly seventeen years overseas as an international missionary. He lives with his wife, Deborah in Tallahassee, Florida.

Tal Davis is MarketFaith Ministries' Executive Vice President, and is an expert in interfaith witness. Tal is an author,



pastor, and speaker who shares his expertise in presentations to churches and other Christian organizations.

Tal has degrees in Psychology and Political Science from Florida State University, an MDiv from Southwestern Baptist Theological Seminary, and a DMin from New Orleans Baptist Theological Seminary. In addition to serving in local church ministry, he served 23 years on the staff of the North American Mission Board. Tal lives with his wife, Barbara, in Suwanee, Georgia.



## Christian Worldview Academy

*A Worldview Discipleship Ministry*