

THE SWITCH

/// MONDAY REVOLUTION



A Collaborative Awareness Project

I have appointed you for the very purpose of displaying My power in you and to spread My fame throughout the earth.” Romans 9:17 (NLT)

[Overview]

Millions of Christians look great on Sunday but switch God off by Monday morning – a distinct switch to practical atheism! We all know the feeling of this struggle. This challenge is at epidemic levels for the body of Christ. One of our greatest spiritual opportunities in our workplace networks is an imaginative way to stop this Monday epidemic and spiritually “Switch On” working believers at their greatest point of ministry and impact. We recently completed a seven year research project targeting this epidemic and we believe things are about to change. What if Mondays were different for millions of workers?

Game Changing Awareness Initiative:

This behavioral research and the concept of The Switch as quickly attracted attention across the world, including a top tier Kingdom marketing and investment firm, Temporary Holdings LLC., who has led other culture changing projects such as *Purpose Driven Life* etc. What has resulted is a **global communication initiative and resource platform** being developed to help working Christians thrive on Monday. This personal transition is called **The Switch**///*thriving on monday*. This strategy is designed to awaken and then help working believers keep God SWITCHED ON at work and be a channel for God’s power and love. This has substantial multiplication leverage through individual workers, business leaders, organizations and churches. Campaign awareness will be deployed through collaborative national and worldwide partnerships.

Not Ministry as Usual:

The approach is not the same familiar curriculum vision and book approach; rather it’s a call to action – a unique belief and behavior shift fueled by research, collective partnerships and creative process to produce something truly unique in this work space.



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Workplace & Leadership Ministry Network Brief



[Quick Facts]

Available date: Q2 2014 – Flexible for your timing needs – no hard start or end. Will be 2-3 year strategy.

Focused on key transitional day of Monday. Simply approach. Gains traction with user quickly

Open Source Communications Strategy – you can use it. Potential branding for you city, network or ministry

Tools, materials, and on ramps to your ministry's mission for follow-up. You disciple awakened believers.

Creative video and communications tools available for your city, network or ministry.

Assets: social tools, 6 week experience, video, group tools, top of mind assets, DVD, Monday personal guide.

Primary target: The sleeping giant (Switched OFF Christians) via Churches – Networks – Ministries – Cities

Tested for over a year – based on 300k data points plus real worker research and response.

World class campaign team who worked Purpose Driven, Joy at Work, Chronicles.. etc is executing.

FREE Preview Kits available for church and ministry leaders (includes full video and curriculum tools)

Goal: Awaken 10 million Christian workers over the next 36 months.

Various engagement and use options available from free to deeply engaged.

[Next Steps]

On Behalf of **The Switch** Collaborative partners - we would greatly appreciate your consideration in this awareness opportunity. Let's make **The Switch** in cities across our nation.

Doug Spada, CEO WorkLife

For more Information or to speak about this collaboration please contact me:

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