

Depth Perception™

Commentary from Design For Ministry™
Los Angeles • Milwaukee • Philadelphia

Our new venture 15 June 2007

We are pleased to announce the formation and launch of Design For Business Intl™, a process consultation network that helps for-profit enterprises in much the same way that Design For Ministry™ assists nonprofit ministries.

With these two networks in place, we not only can assist either organizational platform with the best expertise and tools, we are in a unique position to guide the growing intersections between the two. You can learn more about Design For Business Intl™ at our fledgling Web site: www.DesignForBusinessIntl.com .

We are often asked about what we mean by **process consultation**, and how it differs from other methods. Actually, we do have a graduate school lecture prepared but will spare you in this article. Process consultation is client-centered rather than product-centered. Yes, a product-centered approach can be very caring and it can involve a process or two; however, it remains focused on packaging and marketing products, services or processes it intends to repeatedly sell. By contrast, a process-centered approach might recommend a product or service, but it focuses on the client's stated needs and descriptions of successfully addressing those needs. It then uses some form of appreciative inquiry to help the client determine what they have at hand to address the need, and what outside assistance the client requires.

This inquire/require approach of process consultation leads to tailor-made solutions and the development of unique tools that address client needs. The end goal of process consultation is not another sale, but a satisfied client who recommends the process to others and is enthusiastically grateful for the relationship.

— mark l vincent

Do you have your speaker lined up for Consecration Sunday?

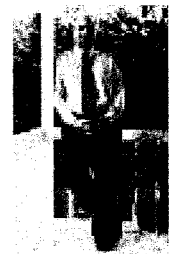
Design For Ministry™ has several talented persons available as speakers to assist your congregation in the development of generous Christians. Here are just a few:



Julie Bame



Jeannette Buller Slater



Mark L. Vincent