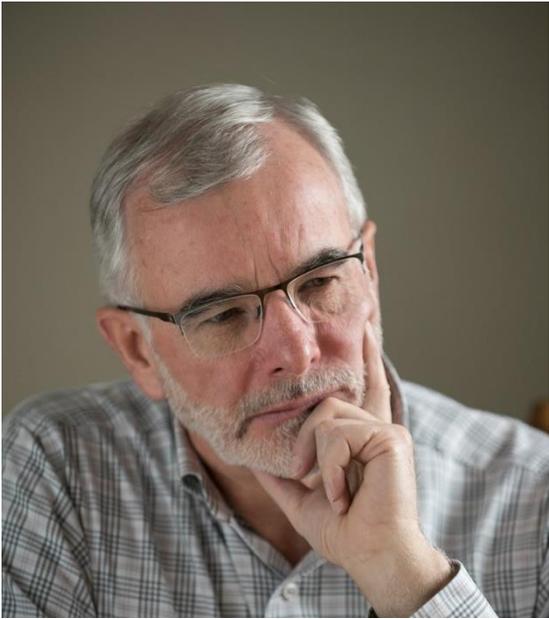


CESLM-SOCEM Fall Training October 1, 2022

Interview with Opening Session Presenter, John Cross, author and founder of Good Seed International



John has directed six award-winning videos and has authored several books, all of which are being translated into other languages. John has one primary passion, “Explaining the Bible to those who have little or no knowledge of the Bible.”

CESLM: Tell us a bit about your passion to share the gospel around the world with a story or two about some of the places you’ve ministered in over the years of ministry around the world.

John: An understood gospel is a very powerful gospel. I had been a believer quite a few years before I first heard the gospel taught in the context of a story, from creation to Christ. I already knew the gospel, but hearing it taught that way had such an impact on me that I have never gotten over it.

As far as what is going on in the ministry it is hard to limit it to any one area. We have wonderful things happening in the Ukraine, Kenya, India, China...so many places. Each in its own is a wonderful story of God at work.

CESLM: You are also an author. How did that come about?

John: I didn’t plan to be an author—I don’t even like paperwork! But God led **me** into a position where I gained unique knowledge of the gospel being taught in a wide range of circumstances, all through observation. In the 1980s, my role in New Tribes Mission (now Ethnos360) took me to some of the remotest places on earth. I saw firsthand the Bible taught to isolated tribes previously ignorant of the Bible’s message. In some locations, I observed whole villages putting their faith in Christ. In others, I saw that only a handful became believers. In some situations, tribal people came to Christ without the age-old problems of syncretism and being “rice Christians*.” In others, new believers struggled with those very issues.

As I visited these locations, I asked the local missionaries and national Bible teachers questions—many questions. Without really seeking it, I received a God-engineered education in cross-culture communication—what worked well and not so well. I learned what it meant to cross worldview barriers. I observed that when the Bible was carefully presented from creation to Christ, it made profound sense; God would be at work and lives would be transformed.

I saw that success wasn't about conversion numbers, but about people understanding the message. I witnessed how the Holy Spirit always worked through his Word. When the Word was taught with clarity, the Holy Spirit would bring conviction and enlightenment to the heart. It became clear that an understood gospel is a powerful gospel.

Then, as I interacted with people in North America and other areas of the developed world, I realized that often those I rubbed shoulders with differed little from remote tribal people. Here too, people knew little or nothing about the God of the Bible. They didn't understand who Jesus was or why he came to earth. The western world had become a post-Christian culture.

Building on the experience I gained overseas, I began sharing the Bible in North America using many of the same methods. It was in this environment my first book, "The Stranger on the Road to Emmaus" was birthed.

CESLM: Can you tell us a bit about your Goodseed and why and how it got started?

John: I incorporated into "The Stranger on the Road to Emmaus" principles of learning that proved so effective with tribal groups. I designed "The Stranger" as a stand-alone book, to be given away on its own. It could also be used in small groups as a guide for teaching a clear gospel.

Within weeks of "The Stranger's" release, requests came pouring in. "Can we have a German translation? Do you have an audiobook? Can you adapt this for a Muslim reader?" Thus, [GoodSeed International](#) was formed.

CESLM: As keynote speaker, can you share about what we can expect to take away from your presentation at the CESLM Fall training event this October 1st?

John: Teaching ESL means you must also know how to cross cultural barriers. I am a great believer in that "more is caught than taught." It is the way I learned, and I believe others appreciate learning that way too. When it comes to crossing worldview barriers, I will show more *how* it is done rather than explain *what* should be done.

CESLM: Anything else we need to know about you or to add?

John: It might be helpful to know that [GoodSeed](#) provides tools and training to help Bible believers explain the gospel in a way that makes profound sense. Though the tools were originally designed for people who have absolutely no knowledge of the Bible, we have found that whether a person has been saved for 3 days or 33 years, the [GoodSeed](#) resources can be instrumental in building confidence in the Word of God and boldness in faith.

Our key tools are patterned after the message Jesus gave to the disciples on the road to Emmaus. He started at Creation and moved progressively through the Old Testament, laying foundations so that when he came to the cross and tomb, they clearly understand who Jesus was and what he did on the Cross. All the key [GoodSeed](#) tools are built using this creation to the cross architecture.

Each tool is worldview sensitive, designed for people from Christianized, Islamic, Eastern or Secular backgrounds. We keep in mind learning preferences, ability and age. You can give away the tools like a gospel tract or you can sit down and use them to guide a Bible study. The use of visual aids is a big part of our approach to communication. This is all for the purpose of explaining the gospel message clearly.