



CHRISTIAN LEADERSHIP REFLECTIONS

PERSONAL REFLECTION GUIDE

How Leaders Can Write Original & Creative Content

https://www.cccc.org/news_blogs/john/2024/11/09/how-leaders-can-write-original-creative-content/

Reflection Questions

1. What really drives your passion for your ministry's work? List a few of the most significant drivers.
2. What is it about you personally that qualifies you to write about your ministry's work? Make a detailed list of all your qualifications, including:
 - a. Your experience and education
 - b. Your ability to reflect, research, and gain insights
 - c. Your access to people who could be consulted or interviewed
 - d. Your personal traits and reputation
 - e. Any audiences that are already available to you as a start.
3. How can your ministry support your writing? How does it add to your credibility? What resources are available to assist your writing (technology, communications, sounding board, editing, etc.)?
4. What kind of output do you want to produce? Blog posts? Articles? Books? Opinion columns? Letters or submissions? Donor/volunteer communications? Reports of ministry activities? Research reports?
5. After reviewing your answers, write a summary statement about what you want to write about. What will be your purpose? Your angle? Your special contribution? You might have more than one writing aspiration.