

FIVE — SHIFTS — THAT UNLOCK MULTIPLICATION

Transform Your Ministry.
Reach More. Disciple Deeper. Multiply Lasting Impact.



1. SHIFT YOUR HEART
From attraction to mission.



2. SHIFT YOUR FOCUS
From programs to people.



3. SHIFT YOUR MESSAGE
From information to transformation.



4. SHIFT YOUR CULTURE
From maintenance to multiplication.



5. SHIFT YOUR LEGACY
From building for now to reaching forever.

**ONE CHURCH.
FIVE SHIFTS.
ETERNAL IMPACT.**

TERRY RUFF

FREE MINISTRY RESOURCE

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Dedication

To every ordinary believer who has said “Yes” to Jesus and stepped into the harvest — without a title, a budget, or a stage.

You are the movement.

And to the thousands of disciple-makers around the world whose obedience proved every principle in these pages.

Contents

Introduction

What does it take to see a genuine disciple-making movement?

That question has driven missionaries, church planters, and ordinary believers for generations. And the answer, when you look at movements throughout history and around the world today, is often the same: not more resources, not better programs, not a celebrity leader.

It takes a shift.

Five specific shifts, in fact.

These are not theoretical concepts dreamed up in a classroom. They are patterns drawn from Scripture, documented in movements from East Africa to South Asia to the streets of America, and confirmed through decades of working alongside disciple-makers in the field.

Each shift challenges a deeply held assumption about how ministry works. And each one, when embraced, has the power to move a church or a believer from a posture of addition to a posture of multiplication.

The five shifts are:

Shift 1: From Addition to Multiplication

Shift 2: From Activity to Abiding

Shift 3: From Professionals to Ordinary Believers

Shift 4: From Teaching to Training

Shift 5: From Gathering to Going

Read each one slowly. Let it challenge you. Let it ask something of you.

Because movements don't start in conferences or classrooms. They start when ordinary believers embrace a different way of thinking — and then take one obedient step.

This is about that step.

— Terry Ruff

Shift 1

From Addition to Multiplication

November 16, 2025

■ Shift 1: From Addition to Multiplication

Most churches today are faithfully adding. A few new believers. A handful of baptisms. A new ministry launched. Addition is good, and it matters.

But in the book of Acts — and in vibrant Disciple-Making Movements today — God does something different. He multiplies.

And the shift from addition to multiplication isn't just a strategy. It's a biblical pattern and a spiritual posture.

A Multiplying Gospel From the Beginning

When Paul arrived in Ephesus, the city was spiritually dark and dominated by idol worship. Yet Scripture records something astonishing:

“All the Jews and Greeks who lived in the province of Asia heard the word of the Lord in two years.”
— Acts 19:10

How did that happen?

Paul didn’t become the only preacher in town. He trained a few... who trained others... who trained others.

He chose multiplying disciples over addition-based ministry.

The pattern appears everywhere in Scripture:

Genesis 1:28 – “Be fruitful and multiply.”

Matthew 13 – seeds multiply 30, 60, 100 times.

Matthew 28:19–20 – make disciples who obey... and teach others.

2 Timothy 2:2 – teach faithful people who will teach others also.

Multiplication isn’t a modern movement idea. It is the normal expectation of the Scriptures.

Real-World Illustration #1: India’s 30-Year Movement (Documented by Garrison)

David Garrison’s landmark research Church Planting Movements describes a movement in northern India that began among poor, marginalized communities.

A single trainer began sharing simple Bible stories. Small groups formed. Each group was trained to:

listen to Scripture,

obey immediately, and

share it with someone else.

Within ten years, more than 4,000 churches had started. Within twenty years, the numbers multiplied far beyond what any single leader could track. What caused the growth? Not one superstar evangelist. Not big budgets. Not central facilities.

Ordinary believers multiplying other ordinary believers. This is multiplication.

(Reference: David Garrison, “Church Planting Movements,” 2004)

Real-World Illustration #2: The East Africa Farming Fellowship (Zúme Communities)

In eastern Uganda, Zúme trainers met a farming family who had recently come to Christ. They began Discovery Bible Studies in their home. After several weeks, the father asked:

"If obedience is the goal, who else should we teach this to?"

He invited two neighbors. Those neighbors began groups in two other villages. Those villages reached two more.

Today, the original house fellowship has seen 14 villages start simple, multiplying disciple groups — all peer-led, all self-sustaining, all based on Scripture.

Addition didn't do that. Multiplication did.

(Reference: Zúme Community Testimonies, 2022)

Why This Shift Matters Today

Most churches want to multiply — but our systems are built for addition.

Addition celebrates attendance. Multiplication celebrates obedience.

Addition focuses on gathering. Multiplication focuses on going.

Addition centralizes ministry. Multiplication releases ministry.

It's about returning to the biblical pattern that releases every believer as a disciple-maker.

How to Take Your First Multiplication Step This Week

You don't start by trying to reach a city. You start small — just like Jesus did.

1. Pray for one person far from God (Luke 10:2). Ask the Lord of the harvest to highlight someone.
2. Share one story from Scripture with someone this week. Even one simple story can plant a seed that multiplies.
3. Start a Discovery Bible time with one household. No curriculum. Just Scripture, questions, and obedience.
4. Ask every new disciple the most important movement question: "Who else can you share this with?"

That single question may be the most powerful multiplication tool on the planet.

Multiplication is Not Just Possible — It's Happening

From East Africa to South Asia... From the Middle East to America's neighborhoods... God is awakening His church to multiplication again.

Not through celebrity leaders. Not through massive budgets. Not through human effort.

But through hundreds of thousands of ordinary believers living out the pattern of Acts 19.

The shift begins when we begin.

Call to Action

If this speaks to your heart:

Share this article

Tag one person who longs to see multiplication

Ask God: "Where is my next field?"

Consider starting one simple group this week

Multiplication is not for extraordinary people. It is what God does through ordinary people who say "yes."

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Shift 2

From Activity to Abiding

November 17, 2025

Why Every Movement Begins in the Leader's Secret Life With Jesus

Most of us in ministry don't struggle with not doing enough. We struggle with doing so much that our soul forgets Who the work is really for. Jesus said:

"Without Me you can do nothing." — John 15:5 (NKJV)

We can preach, train, organize, strategize. But multiplying disciples — fruit that lasts — grows only from abiding. This is the most essential shift every movement catalyst must make.

1. Activity Impresses People. Abiding Transforms Nations.

A few years ago, a DMM leader in East Africa shared something that shook me. This story comes from Jerry Trousdale's *Miraculous Movements* — a book documenting the explosive growth of disciple-making groups across Tanzania, Malawi, and the Horn of Africa.

One of the leaders (name changed for security), a church–movement catalyst, described hitting a wall. He was trained, committed, and full of passion — but multiplication wasn't happening.

Then he said: “We realized we were trying to do ministry for God without enough time with God.”

(Source: Jerry Trousdale, *Miraculous Movements*, Thomas Nelson, 2012)

Their strategy didn't change. Their abiding did:

early morning Scripture meditation

extended silence

fasting

a weekly 3–4 hour prayer block

a monthly team prayer retreat

Within months, generational groups were multiplying in villages previously considered spiritually unresponsive. New believers were launching new groups before the trainers could return.

The fruit was not the result of a new technique. It was the result of leaders shifting their source.

2. We Multiply What We Are, Not What We Teach

Jesus' strategy for developing movement leaders was simple:

“He appointed twelve, that they might be with Him and that He might send them out.” — Mark 3:14

Being with Him came before being sent by Him.

In addition-oriented systems, we push people. In abiding-oriented systems, people get pulled forward by the gravity of our intimacy with Jesus.

Movements rise or fall on the inner life of their leaders. We reproduce the life we carry.

3. Abiding Produces Obedience — and Obedience Produces Movements

Multiplication doesn't come from more content. It comes from more obedience.

And obedience is the natural fruit of abiding.

Jesus said:

“If you abide in My word... you will bear much fruit.” — John 15:7–8

Every movement study — from Africa, South Asia, Indonesia, and the Middle East — highlights the same pattern: Leaders who abide deeply obey quickly... and multiply rapidly.

(For further reading: David Garrison, Church Planting Movements, WIGTake, 2004; Smith & Kai, T4T, WIGTake, 2011.)

4. A Simple Daily Rhythm to Re-Center Your Soul

This practice is used by catalysts in Africa, South Asia, and the West:

■ ■ The 15–15–15 Abiding Rhythm

15 minutes — Look Up: Worship. Praise. Re-surrender. Turning your heart toward Jesus.

15 minutes — Look In: Scripture. Listening. “What are You saying? What must I obey today?”

15 minutes — Look Out: Pray by name for lost people. Ask God for Persons of Peace. Pray for open doors and bold obedience.

Those who practice this rhythm consistently report greater clarity, humility, courage, and fruitfulness. Abiding always precedes advancing.

5. The Shift Every Movement Leader Must Make

We know the signs:

teaching more than obeying

planning more than praying

leading more than listening

serving on empty

But Jesus isn’t looking for exhausted champions. He’s looking for abiding branches.

When we shift from activity → abiding, we step into a power that no strategy can manufacture.

Multiplication begins in the secret place. Then it spills into homes, cafés, campuses, villages, and nations.

Call to Action

What is one practical step you can take today to move from activity to abiding? Share it below — your step may be exactly what someone else needs.

Source for the Movement Story Used in This Article

Jerry Trousdale, *Miraculous Movements: How Hundreds of Thousands of Muslims Are Falling in Love With Jesus* (Thomas Nelson, 2012) — Documents prayer rhythms, abiding practices, and generational multiplication among East African DMM leaders.

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Shift 3

From Professionals to Ordinary Believers

November 18, 2025

Releasing Everyday People to Live a Movement Lifestyle

When I look at what God is doing around the world, I keep coming back to one simple truth:

Movements don't grow through professionals. They grow through ordinary believers who say "Yes" to Jesus.

And every time I see this, something rises in me. I find myself thinking: "What if every believer realized how much God could do through them?" That's the heart behind Shift 3. From professionals doing ministry → to believers living the mission.

Jesus Always Chose Ordinary People

When I read the Gospels, I'm reminded Jesus didn't build His movement with:

Religious experts

Polished communicators

Highly trained leaders

He chose:

Fishermen

A tax collector

A zealot

Women with courage

A Samaritan woman with a painful past

Acts reinforces this:

“They perceived that they were uneducated and untrained men... but they had been with Jesus.” — Acts 4:13

That was the qualification. Not professionalization — proximity to Jesus.

Real Movement Stories

1. India: The Woman Who Sparked Nine Generations

(David Watson, “Contagious Disciple Making”)

A woman met Jesus, immediately shared with neighbors, and started simple discovery groups.

Within a few years:

9 generations of disciples

Hundreds reached

Multiple churches formed

She had no training — only obedience.

2. Nepal: The Mechanic Who Helped Launch Hundreds of Churches

(Victor John, “The Movement That Changed India”)

A mechanic shared Jesus with his village using simple stories. New believers obeyed immediately.

Today, the network flowing from his early obedience includes hundreds of fellowships.

3. Sierra Leone: The Farmer Who Baptized 1,000+

(New Generations, Shodankeh Johnson, field reports)

A farmer came to Christ, shared with everyone he met, disciplined them through discovery, and helped start multiplying groups.

He eventually baptized over 1,000 people. When asked his secret?

"I just did what Jesus said."

A Moment That Opened My Eyes

Under two mango trees in East Africa, I watched a small group of believers meet with open Bibles.

A young mother led the gathering. She simply asked:

“What will you obey this week?”

“Who will you share this with?”

Everyone answered. The next week many returned with new people.

It hit me deeply: “This is how movements multiply — through everyday believers.”

Not professionals. Not stages. Not programs.

Just disciples obeying Jesus.

What Scripture Says About YOU

You were never meant to be a spectator. Here’s what the Bible says about YOU:

You are a priest (1 Peter 2:9)

You are a minister (Eph. 4:12)

You are an ambassador (2 Cor. 5:20)

You are a laborer (Matt. 9:37)

You are a disciple-maker (Matt. 28:19)

Jesus never said:

Only pastors baptize

Only trained leaders make disciples

Only professionals start groups

Those ideas come from tradition — not Scripture.

Jesus looked at ordinary people and said: “Follow Me.” And they changed the world.

What This Shift Looks Like

Here’s what happens when ordinary believers embrace the mission:

- ✓■ They share what they learn immediately — not months later: today.
- ✓■ They start simple discovery groups anywhere — living rooms, workplaces, parks, WhatsApp.
- ✓■ They pray daily for someone far from God — and look for the Person of Peace.
- ✓■ They baptize the people they lead to Jesus — creating ownership and momentum.
- ✓■ They use simple tools — DBS, SOAPS, 3/3rds, BLESS Prayer. No stage required. Just obedience.

Why This Shift Unlocks Multiplication

When ordinary believers rise:

The gospel spreads faster

Disciples multiply naturally

Churches form relationally

Leadership emerges from the harvest

Movements become sustainable

The Body functions the way God designed

Movements don't come from complexity — but from simplicity in the hands of ordinary people.

A Final Invitation — From My Heart

If you take one thing from this article, take this:

God wants to use you. Yes — YOU.

Not someday. Not “when you’re trained.” Not when you feel ready.

Right now.

The Spirit of God is already in you. The Word of God is already guiding you. The Great Commission is already yours.

What's left is simple:

“Jesus, I’m willing.”

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Shift 4

From Teaching to Training

November 20, 2025

Turning Passive Listeners Into Active Disciple-Makers

Most churches have great teaching. But teaching alone doesn't produce disciple-makers.

Movements grow when believers are trained — shown how to obey Jesus, not just told what He commanded.

This single shift often determines whether ministry adds... or multiplies.

Jesus Was a Trainer, Not Just a Teacher

When Jesus said, “Follow Me,” He wasn’t inviting people to a class. He invited them into practice:

He modeled

They watched

He sent them

They returned

He coached them

This simple pattern — Model, Assist, Watch, Launch (MAWL) — is still how movements multiply today.

Story #1: A Taxi Driver Who Became a Trainer (North India)

(David Watson–verified case)

A taxi driver named Raj felt unqualified to “lead.” But a trainer showed him how to:

Read Scripture

Ask discovery questions

Practice sharing

Set obedience steps

Raj practiced → trained his wife → she trained a neighbor. In 18 months, 43 discovery groups in four generations emerged.

Not because he taught lessons — but because he trained obedience.

Story #2: George Patterson in Central America

George Patterson trained new believers to practice obedience, not accumulate information. One new believer immediately trained others.

That simple pattern sparked 100+ house churches — led mostly by people who had never preached.

Patterson said:

"The least educated often multiply fastest because they obey quickest."

Story #3: Sierra Leone: Training → Multiplication

(New Harvest Global reports)

Groups that only taught grew slowly. Groups that trained — practicing prayer, testimony, and discovery — grew fast. One group practiced weekly:

15-second testimony

Simple gospel

DBS questions

Within two years, that one group became 15+ communities of disciples.

Why Training Unlocks Multiplication

Teaching creates listeners. Training creates laborers.

Training:

Leads to obedience

Is reproducible

Activates gifts

Creates ownership

Scales immediately

Movements form when believers learn by doing.

What Training Looks Like

Short teaching

Long practice

Clear obedience steps

Weekly accountability

Immediate reproduction

Simple. Biblical. Multiplying.

A Modern Example: Maria, USA (Zúme Testimony)

Maria didn't think she could lead. But when she learned to facilitate (not teach) Discovery Bible Studies, something changed. She practiced. She trained two neighbors. They trained others.

One year later → five groups. No sermons. Only obedience.

The Call

If we want multiplication, we must shift:

From teaching to training

From information to obedience

From listeners to disciple-makers

Jesus didn't ask us to teach all nations. He asked us to make disciples. Training is how disciples are formed. And when believers are trained — movements ignite.

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Shift 5

From Gathering to Going

November 21, 2025

Why the Future of Multiplication Belongs to Everyday Believers Who Step Into the Harvest

Most churches today measure success by how many people gather. Jesus measured success by how many people go.

He never said, "Invite them to come and hear." He said, "Go... into all the world" (Mark 16:15). He sent ordinary disciples two-by-two into new places (Luke 10). He trained them to expect God-prepared people. He promised the harvest was plentiful — if we would just go.

This is the fifth major shift that unlocks genuine multiplication: moving from primarily gathering people to intentionally going to people. When believers leave the comfort of the seating section and step into the harvest fields of their neighborhoods, workplaces, apartment complexes, schools, and gyms... everything changes.

And movements begin.

The Mission of Jesus Was Always Outward

Jesus didn't wait for crowds to come find Him. He walked toward them — Samaritan villages, streets filled with the sick, marketplaces, wells, tax booths.

His disciples followed the same pattern:

“They went out and preached everywhere...” (Mark 16:20)

“Those who were scattered went everywhere preaching the word.” (Acts 8:4)

Paul's teams entered new towns, found receptive people, and planted groups that multiplied.

Multiplication has always belonged to the goers.

A Real-Life Story: The Tuk Tuk Driver Who Sparked 60+ Discovery Groups

In South Asia, a movement catalyst named Rahul (pseudonym for security) regularly rode in a tuk tuk driven by a quiet man named Arun. One day Rahul gently shared a short story from Luke 8 and asked a simple question:

"Do you think God wants you to experience peace like this?"

Arun said yes. They started reading Scripture together. Soon, Arun invited his family. Then his neighbors. Then passengers who entered his tuk tuk.

Within one year, over 60 Discovery Bible groups began among tuk tuk drivers, their families, and their social networks. Some grew into churches. Several became leaders who started new groups themselves.

What changed? Not a better gathering. Not a new program. Not more activity.

Just one ordinary man who went — into the natural spaces of his daily life — and found a Person of Peace prepared by God.

(Source: Garrison, David. Church Planting Movements, WIGTake, 2004, South Asia case narratives.)

A Second Example: The Hairdresser's Chair Became Her Pulpit

In the U.S., a hairstylist named Maria (documented in Curtis Sergeant's training stories) began asking every client one spiritual question:

"I'm praying for people today — how can I pray for you?"

The responses shocked her. People cried. People opened up. People asked where hope comes from.

Maria began sharing one Bible story at a time — simple, reproducible Discovery style.

Within months, she was discipling five women who each began discipling others. None of this happened inside a church building. It happened because she went into the ordinary rhythms of her world.

(Reference: Curtis Sergeant teaching, Zúme Training Movement Stories.)

Why “Going” Ignites Multiplication

1. Going Puts You Where God Is Already Working

Jesus said the harvest is plentiful (Luke 10:2). But the workers must go out into it. You don’t find ripe fruit inside a barn.

2. Going Reveals Persons of Peace

The more places you go, the more spiritually open people you meet. Movements rise or fall on this one factor.

3. Going Turns Believers Into Ambassadors

When believers move from spectators to sent ones, identity shifts. They stop saying, “My pastor should share the gospel,” and start saying, “I can begin a movement right where I am.”

4. Going Makes Reproducibility Natural

You don’t need a building, budget, or platform to make disciples. You need availability.

So How Do We Shift? Practical Ways to “Go” This Week

1. Map Your Natural Mission Fields — Where do you already live, work, and spend time? Name three places where lost people are already around you.
2. Start 1–2 Simple Spiritual Conversations — Ask: “How can I pray for you today?” or “Would you like to read a short story from Jesus with me this week?”
3. Look for Receptivity, Not Resistance — Don’t push. Just watch who leans in. That’s your Person of Peace.
4. Bring a Friend and Go Together — Jesus sent His disciples out two-by-two. Courage increases. Fruit multiplies.
5. At Every Gathering — Ask “Where Is God Sending Me?” Gathering matters. But gathering should lead to going, not replace it.

A Gentle Word for Traditional Churches

Many churches already do incredible outreach. This shift is not an attack on the gathered church. The goal is not to replace Sunday, but to restore Monday. It's not "stop gathering." It's "start going, too." The church gathers to worship and goes to win. We need both.

The Future Belongs to the Goers

Movements don't start because believers gather better. They start because believers go where lost people already are...

...and God meets them there.

If we embrace this shift — from gathering → going — the Kingdom will spread faster than we ever imagined.

Call to Action

What would change in your city if every believer saw themselves as sent? What step into the harvest can you take this week?

Drop a comment: Where is God sending you next?

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About the Author

Terry Ruff is a DMM Catalyst and Zúme Trainer/Coach with over 50 years of ministry experience. He served for more than 25 years in two US mega-churches before answering the call to northern Ghana, where he and his wife Amy lived for 14 years catalyzing a Disciple-Making Movement that grew to over 3,000 Discovery Bible Study groups and approximately 20,000 participants — with zero cost, no buildings, no salaries, and no programs.

Now based in the United States, Terry coaches and trains disciple-makers worldwide through Zúme training classes, peer mentoring coaching circles, and one-on-one discipleship relationships spanning more than 37 countries across Africa, Asia, Europe, and the Pacific.

Terry's conviction: "In 50+ years of ministry, I've never been involved in something so fruitful."

To learn more or join a Zúme coaching class, visit: zume.training

Also by Terry Ruff

7 Sails

From Believer to Multiplier

The Modern-Day Book of Acts

The Movement Parables of Jesus

What Slows Movements Down

What's It Gonna Take

Random Devotional Thoughts for DMM Catalysts

Church Without Walls

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When Faith Costs Everything

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