



How Christine Caine Prepares Gospel Messages That Transform Lives

Episode 14 · TML Episode Guide

Founder, A21 · Founder, Propel Women · Global Bible Teacher & Communicator

Overview

In this episode of *The Missional Leader*, Rob sits down with **Christine Caine**, founder of **A21** and **Propel Women**, and one of the most influential communicators in the global Church, to explore how powerful, life-changing messages are formed long before a platform moment. Drawing from decades of preaching across cultures, denominations, and generations, Christine unpacks her process of preparation—how theology, context, spiritual discipline, and dependence on the Holy Spirit come together to shape messages that not only inspire but also transform lives.

Core Insight:

Why Communication Is an Assignment, Not a Performance

One of the defining insights from this conversation is this:

Missional communication is not about delivering a message—it's about stewarding an assignment from God.

Christine makes it clear that she does not speak simply to inspire or inform, but to obey. Every message begins with discernment:

- What is the Holy Spirit saying?
- Who is the audience in this moment?
- What is the desired transformation, not just information?

Whether addressing pastors, students, women, or global audiences through translators, Christine approaches communication with a singular goal: Faithfulness to God and clarity for people.

The Back Row Principle

Christine shares wisdom from **Joyce Meyer** that has shaped her ministry:

“Minister to the back row, not the front row.”

Missional leaders who communicate for approval, applause, or influence eventually lose authority. But those who speak for the unseen, the searching, and the overlooked maintain credibility and anointing over time.

The Framework: How Missional Leaders Communicate with Effectiveness and Integrity

1

Start with Context Before Content

Christine never prepares a message without first understanding the room.

Key contextual questions include:

- Who is the audience?
- What is their level of biblical literacy?
- Is translation involved?
- What cultural assumptions and sensitivities are present?

There is no text without context.

Missional communication considers audience background and context thoughtfully before delivery.

2

Hold Theology and Story in Creative Tension

Christine intentionally balances:

- Exegetical depth
- Prophetic urgency
- Personal testimony
- Cultural awareness

In theological environments, she includes powerful storytelling in her messages. In emotive environments, she includes deeper doctrine in the messages. This tension keeps messages both grounded and alive.

Missional communication adapts delivery without compromising the truth.

3

Prepare Deeply, Then Get Out of the Way

Christine's preparation process is rigorous:

- Scripture study across traditions
- Reading widely (including commentaries)
- Capturing ideas continually (notes system)
- Writing messages longhand to craft a coherent journey

She also uses trusted theological filters in contexts where language will be heavily scrutinized—distinguishing between being provocative (which can be healthy) and being inaccurate (which cannot).

Yet once she steps onto the platform, the focus shifts:

By the time she's preaching, she works to be the last person on her mind.

Missional leaders prepare thoroughly so they can listen attentively to the Spirit in the moment.

4

Preach for Monday, Not Just Sunday

Christine insists every message must translate into daily life:

- Does it help people live faithfully on Monday?
- Does it call people into action and obedience?
- Does it activate faith beyond the room?

She emphasizes that the goal is not to impress people with Bible knowledge, but to allow the living Word of God to transform them.

"Let the Word do the preaching."

Formation:

Reflection and Next Steps

Reflection for Missional Leaders

Pause and reflect—personally or with your team.

Identity

- Do I see communication as performance or assignment?
- Who am I most tempted to impress when I speak?

Practice

- How well do I understand the people I'm speaking to?
- Do my messages balance truth, love, and clarity?

Vision

- What kind of transformation am I praying for in those I lead?
- How does my communication help people live faithfully on Mondays?

A Simple Next Step

Missional leadership always moves from insight to obedience.

This month, take one intentional step:

- Prepare one message with deeper contextual awareness
- Invite trusted voices to strengthen theological clarity
- Refocus communication around people, not platforms

Faithful communication doesn't seek applause; it seeks fruitfulness.

Connect with Rob

Missional leadership is formed in community, not isolation.

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