

“Nothing brings me greater joy than sharing the life-changing message of Jesus Christ with individuals...and equipping others to do the same. For that reason alone I am thrilled to see this book in print. Dale is a champion when it comes to discipleship, and his heart for the lost beats closely with mine. Pick up this book, dig in, and use it to learn how you can truly become an active participant in God’s Great Commission.”

**LUIS PALAU** // Evangelist and Author

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## “paradigm-shifting”

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“Some will say the better way described in this book is a rehash of old ideas. It is not. Dale Losch is describing a paradigm-shifting reorientation of how we do mission. The seismic geopolitical and technological shifts that are making the world smaller and faster have simultaneously closed many doors for traditional missions and opened many doors for Christ-followers in the marketplace. I will be cheering for Crossworld and others who are bold enough to explore this ‘blue ocean’ opportunity for accelerating the fulfillment of the Great Commission.”

**STEVE MOORE** // President, Missio Nexus

“Missionaries, pastors (and I speak as one who has been a pastor for 32 years), and above all those of you who consider yourself ‘just a lay person’—this book is a must-read. I have had the added privilege of knowing the author for several years. And I can vouch for the fact that he personally practices what he advocates in this book.”

**SUNDER KRISHNAN** // Senior Pastor,  
Rexdale Alliance Church, Toronto

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## “remarkably accessible”

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“If there is a better way to reach the world, then this is it. Maybe it is the original way, for it is ordinary people, in ordinary places, doing ordinary things with extraordinary results—for their vision at work, home and play is to participate in the church’s greatest task: making disciples of Jesus Christ. This book shows it to be a remarkably accessible task for all those who belong to Christ. Enjoy the adventure.”

**CHARLES PRICE** // Pastor, The Peoples Church, Toronto;  
Host, Living Truth Television and Radio

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## “mission classic”

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“My heart leaped within me as I read Dale Losch’s *A Better Way*. It will become a mission classic as it is building much-needed bridges between the workplace movement, Business as Mission, traditional missions, and the local church. The clarity in which he defines discipleship is worth the whole read. Read it and do it! Dale Losch’s *A Better Way* shows us how to return to the biblical model of Jesus in fulfilling the Great Commission.”

**KENT HUMPHREYS** // Ambassador, The Fellowship of  
Companies for Christ International / Christ@Work

“To [this] declaration I add my hearty amen!”

**BOB FLANDERS** // Chief Ministry Officer,  
The Church at Brook Hills, Birmingham, Ala.

“In *A Better Way*, Dale Losch boldly and honestly addresses the challenges of our current strategy for reaching the least-reached of the world. He then paints the picture of how this generation can make disciples of every nation. This is a must-read for everyone who is serious about the Great Commission.”

**DURWOOD SNEAD** // Director of globalX,  
North Point Ministries

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## “must-read”

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“I have found *A Better Way* by Dale Losch to be the most meaningful book on missions I have read in a long time. I will be praying for the [disciple-makers] with Crossworld to be ready to make this vision a reality. [Crossworld is] right in the middle of the beginning of a mission that could dramatically change the vision of every evangelical mission in America!”

**DR. NEIL ASHCRAFT** // Minister-at-Large,  
Dallas Theological Seminary

“As I read this book, I kept saying, ‘Yes, yes, yes!’ I am familiar with the writings of Francis Schaeffer and the L’ABRI fellowship groups he founded, and I believe that Dale’s book would have been lauded by Dr. Schaeffer.”

**ROBERT WILLIAM GRAFF** // Retired Professor,  
LeTourneau University

“Dale Losch has beautifully captured the evolution of missions leading the way for the church to be on mission for Christ in the 21st century.”

**BILL BATEMAN** // Missions Pastor,  
Calvary Fellowship Church, Downingtown, Pa.

“As the world changes [...] effectiveness in missions needs to improve... and change to do so. This book is a needed ‘read.’”

**BRUCE DINGMAN** // President, The Dingman Co.

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## “game-changer”

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“Dale’s challenge to be disciple-makers where life happens is not only a better way, but in our world today may be the only way.... I highly recommend this book and see it as a game-changer in how we think about world evangelism.”

**STAN WIENS** // Business Development Manager,  
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## WATCH | There’s a Better Way



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smartphone or go to  
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“[Dale] and his team have presented a compelling case to get us ‘lay people’ into the game wherever we reside.”

**BOB HANCOX** // President,  
Clarity Development Consulting Inc.

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## “compelling case”

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“Wow! This is a concept the whole Kingdom could rally behind.”

**AARON BASKO** // Assistant Vice President for Enrollment  
Management, Salisbury University

“Dale and his team have done a great service to the church by clarifying a ‘most excellent way’ that will enable us to better mobilize and equip our people as they are to reach the nations as they are with the life/world transforming power of the gospel.”

**TOM WALSH** // Pastor of Global Ministries,  
Church of the Savior, Philadelphia

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**SYLVIA** // “*A Better Way* helped me to realize that sharing my faith is not so complicated after all.”

**PETER** // “[Losch] admirably raises the bar for disciples everywhere, and articulates well the comprehensive practice of Kingdom transformational truth in every sphere of life.”

**ANN** // “This book is for any believer who desires to be used by God.”

**ROY** // “Crossworld’s leaders have an unshackled understanding of world evangelization that is firmly rooted in the practices of Jesus.”

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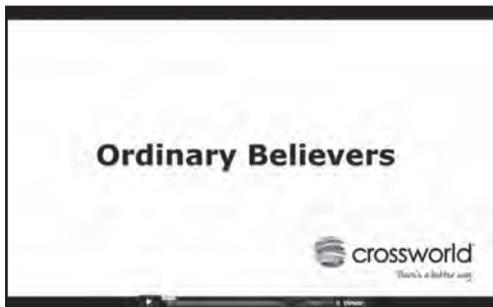
**THEO** // “I graduated knowing I did not want to be ... a full-time minister or missionary in the traditional [sense]; I knew there was a better way. Since then, I’ve been ... wrestling through all of these burdens and questions! Everything written in this book has been on my heart ... and it brings me to tears of joy and freedom as I read [it]!”

**CHRISTI** // “Incredible confirmation about God’s call on our life for discipleship.... Read it!”

**JOEL** // “Discipleship has always been this hazy thing the church has talked about. This book is helping build a simple framework to understand how to move forward doing what we are called to do.”

**MATT** // “Excellent book! The church today is blessed to have those who think outside the box.”

## WATCH | A Better Way: Ordinary Believers



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# A BET- TER WAY

MAKE DISCIPLES  
WHEREVER LIFE HAPPENS

DALE LOSCH



KANSAS CITY, MISSOURI

A Better Way

*Make Disciples Wherever Life Happens*

Dale Losch

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## APPENDIX

## NOTES



## CHAPTER / 01

# IS THERE A BETTER WAY?

**“I want to impact the** world for Jesus, but I don’t want to do it your way.”

My twenty-two-year-old son Joel had just spoken into my world, but I’m not sure I was listening. After all, he was fresh out of college and right at the front end of figuring out life.

He was idealistic. I was realistic.

He was adventuresome. I was grounded.

He hadn’t even landed his first “real” job yet. I had just been named the president of Crossworld, the missionary-sending organization that my wife and I had joined twenty years earlier.

Joel would learn soon enough that the well-worn tracks of the so-called modern-day missionary movement, carved into the soil by godly men and women over the past two hundred years, were in fact tried and true and worthy of his allegiance as well.

My wife, Jerusha, and I first sensed God nudging us toward cross-cultural ministry in 1986 during my third year as a student at Dallas Theological Seminary. Until then, I had my sights set on pastoral ministry in Canada. To be honest, for most of my life I had held a rather low view of missions and of missionaries, and had never aspired to be one myself. I had concluded, quite erroneously, that missionaries were some sort of second-string religious workers not quite sharp enough to serve as pastors in the North American church. Instead they were sent overseas where requirements and expectations were not as high.

God began to nudge me using, among other things, the powerful preaching and teaching of a number of great missionary communicators. One was a man by the name of George Murray, whose message from Luke 15 on the prodigal son I remember to this day. Speaking to some eight hundred seminary students gathered in the hallowed halls of Chafer Chapel, he said, “Many of you say that you are willing to go, but you’re planning to stay. Maybe more of you should be planning to go and willing to stay.”

That moment marked the beginning of my own journey to the nations. By my final year of seminary, Jerusha and I had settled on France as our future destination and on Crossworld as the missionary-sending agency that would get us there. We attended Crossworld’s four-week training for new missionaries, raised \$3,000 in monthly financial support, and boarded a plane for France. We were full-time vocational missionaries just one year after graduation.

Now, twenty years later, my firstborn son, who had made that journey to the nations with his parents as a two-year-old child, was telling me he wanted to make that journey again but didn’t want to travel the same path we had. He didn’t want to go to seminary, apply to a mission organization, raise support, and become a vocational religious worker. He

wanted to make a real difference in the real world by getting a “real job.” Not that my job wasn’t real, but it certainly wasn’t typical.

I wasn’t the least bit hurt or threatened by my son’s desire to forge a different path. I knew he loved and respected us in our missionary vocation and was not passing judgment on our way. He just wanted to find a different way. But I was frustrated—not so much by his desire as by my own inability as the leader of an organization committed to impacting the world for God’s glory to offer a pathway to people like my son.

Joel is not alone. He represents a vast, largely untapped source of godly people—both young and old—who want to make a difference for Jesus in this world without having to follow the worn paths of the missionary movement as we have known it. Dare we admit, even believe, that there is another way, a different way, maybe even *a better way* in today’s world, to engage the nations for the glory of God? In time, I have come to believe that there is. But it took some serious thinking and questioning for me to see it.

How could any call be higher than to leave a secular profession to serve God full time as a vocational Christian worker? What could possibly be better than going off to a Bible-training institution to get a specialized ministry degree? What better way is there to fund genuine missionary ministry than to raise support? How could anyone improve on the church-planting vision that has been the mainstay of missionary activity for much longer than I have been around? Who could possibly suggest a better way to accomplish the Great Commission than to send long-term,

---

**Dare we admit, even believe, that there is another way, a different way, maybe even *a better way* in today’s world, to engage the nations for the glory of God?**

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fully-supported, seminary-trained preachers, teachers and evangelists to proclaim the gospel and build the church?

Some will undoubtedly be offended by the mere suggestion that there may be “a better way” to offer Jesus to the world, seeing it as an affront to former ways. Yet is it not Jesus who is *the* Way, the source of abundant life as it was meant to be? Is He not worth our undying effort to continually seek the very best ways to offer that life to others?

Audacious as it may sound, I believe there *is* a better way to offer life to the world as we look to the future, and I am committed to discovering it.

That is not to say that people have been doing it all wrong. When I see a vibrant church of four hundred fervent believers in Milan, Italy, worshipping God and seeking to extend His kingdom, it’s obvious that we’ve done something very right. When I read the stories of the generation that preceded mine, spending a lifetime reaching stone-age animists and seeing them turn to Christ by the tens of thousands, my heart longs to be so used of God. They must have done something *very right*.

In the past hundred years, we have witnessed some of the greatest kingdom progress since the initial advance of the gospel made by the first-century church. The spread of the gospel in places like South America over the past century is mind-boggling. In 1900, evangelical believers on that continent numbered roughly 700,000, or 1 percent of the population. By the year 2000, the number of believers exploded to 55 million, or 11 percent of the population.

Sub-Saharan Africa has witnessed similar growth. In 1900, there were an estimated 1.6 million believers, while today the number stands at more than 116 million.

The growth of the non-Western evangelical missionary force has been another cause for celebration. During that same hundred-year period, the number of cross-cultural workers from non-Western countries increased

from about 250 to an estimated 180,000. Today, non-Western workers outnumber their Western counterparts by more than three to one.

To say that there is a better way is in no way an indictment of the former ways. Rather, it's a recognition that the world today is a vastly different place than it was even twenty years ago. The migration of nations, the rise of a global missionary force, the rapid growth of urban populations, the development of a global economy, the explosion in technology, and the restriction on religious activity in many countries are just a few of the realities that demand a reexamination of our model.

To keep on doing things the way we've always done them when the world and its people have so drastically changed is both naïve and arrogant—naïve to assume that the same approach in a radically different context will continue to work, and arrogant to assume that we have no need to learn and grow in our approach to making disciples of all nations.

---

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---

# ABOUT THE AUTHOR

Dale Losch serves as president of Crossworld, a missions organization whose goal is to send disciple-makers from all professions — spiritually



mature vocational and marketplace ministry workers — to launch disciple-making communities in the world's least-reached marketplaces.

Holding degrees from Christian Heritage College and Dallas Theological Seminary, Dale began his work with Crossworld in 1988 as a disciple-maker in France, and has served as Crossworld's president since 2009. He loves to motivate people to use their God-given passions to make disciples wherever life happens.

Dale and his wife, Jerusha, have been married for more than 30 years and have four children who are serving God through business, education and physical therapy.

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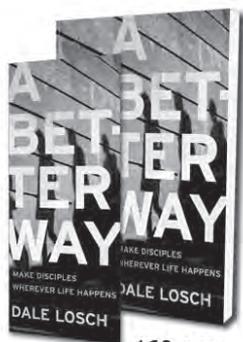
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