

7 BUSINESS

Economic systems and enterprises that drive innovation, employment, and economic well-being.

The ability to create wealth through ingenuity and hard work is a God-given gift. Markets and businesses—from farms to corporations—are vital to a nation's success but are often corrupted by greed and idolatry. The Church must train marketplace leaders to manage businesses with integrity, aligning with God's purpose.

We believe in 'prosperity with a purpose'—using wealth to expand God's Kingdom. New Direction will support this through business incubators, helping seven small businesses a year become self-sustaining. We'll host weekly power lunches with Bible studies for marketplace leaders and create workforce development centers where young people can earn while they learn trades like coding, welding, and more.

6 ARTS & ENT

Cultural expressions that influence society's views and emotions.

The arts and entertainment industries shape cultural values, especially for youth, often promoting sex, drugs, and alcohol. The body of Christ needs bold, talented individuals to bring God's light into these arenas, reaching those who might not engage with traditional Christian messages.

New Direction will lead in this area by creating plays, movies, and music that glorify God. Our state-of-the-art facilities include a movie studio, podcast and green rooms, art studios, and a recording studio where young people can create life-giving music. As Jesus said, 'I have come that you might have life and life more abundantly.'

5 MEDIA

Channels of communication that shape public perception and disseminate information.

The media shapes public opinion but doesn't always report the truth. Matthew 5:14-16 reminds us to be a light in the darkness. New Direction aims to shine God's word across the web through transformative content.

Our strong online presence, including a Facebook Church platform, will connect people for worship, discipleship, and community. We'll offer online Bible studies, podcasts, and streaming services to spread God's light to the world.

4 GOV'T

The political systems and structures that create laws and policies affecting society.

Isaiah 9:6 reminds us that a child was born to us, and the government will rest on His shoulders. While church and state are often separate, the church's influence is vital to ensure equity and justice in government. New Direction partners with MICAHA (Memphis Interfaith Coalition for Action and Hope) to fight for educational, economic, and racial equity.

As Micah 6:8 teaches, God requires us to do justice, love mercy, and walk humbly with Him. We are called to hold elected officials accountable, seek our city's welfare, and pray for our leaders.

3 EDUCATION

Institutions and systems that educate and shape the knowledge and skills of individuals.

The Bible teaches us to train children in the right way so they won't depart from it as they grow. Yet, many Black and Brown children are being left behind in inadequate schools. Education is a key civil rights issue, as 39% of kids who can't read by third grade risk entering the school-to-prison pipeline.

To address this, New Direction Christian Church, in partnership with Power Center Community Development Corporation, founded Power Center Academy, now serving over 5,000 scholars in Memphis. We also aim to adopt three schools in Hickory Hill to focus on literacy, outreach, and discipleship.

2 FAMILY

The foundational unit of society that shapes individual values and social norms.

Family is the foundation of a strong community, and God calls families to live in unity and love (Romans 8:14-17). Today, challenges like fatherlessness, divorce, and harmful influences threaten this foundation, but God is calling parents to bring healing and restore families.

God is calling parents—both spiritual and biological—to bring healing and order to families and restore a moral foundation for future generations. To support this, we're hosting the 'March on Marriage' with seminars and fellowship to strengthen marriages. We'll also offer 'Naked and Ashamed' Marriage retreats and a Singles Conference in Fall 2025, focusing on empowering men, women, youth, singles, and couples to build God-centered lives.

1 FAITH

The spiritual beliefs and practices that influence moral values and community behavior.

New Direction's mission is to connect with those who feel disconnected from church or have never had a relationship with Jesus Christ.

We create welcoming, spirited worship experiences where everyone can encounter God in a powerful way.

Each week, we also host an outreach event called Alpha. It's a space where you can bring friends who don't yet believe to hear the gospel, share a meal, and have meaningful conversations in small groups.



THE MOUNTAINS OF INFLUENCE



MOUNTAIN MOVERS

