



**Pedro Mateus - Scripture Union Portugal**  
**Family.Fit: Family, Fitness, Faith and Fun**

Hi, I'm Pedro from Portugal. I work for Scripture Union in Sports Ministries and I'm here to share to you a little bit about the innovation principles that we took from the process of production at Family.Fit.

Family.Fit is a project that started last year right at the end of February when people looked, and they saw a new word: "lockdown" and probably some new issues to deal. Families head home. And one of the things that happened, some agencies were together at the end of February speaking about family discipleship, looking at Deuteronomy 6, and how can they encourage all the families in the world to disciple themselves, to do family discipleship. And the first principle that I can take from that process until now is a **quick reaction to the moment**. Yeah, not that too big strategic planning, not something some programs and plan that started long time ago and people were like praying and listening and listening to each other.

No, that was a moment where the agencies were together. They noticed that there will be an issue. Families will be at home. There will be lockdowns all over the world and they need to react as quick as they can. So, one of the things that I can take is this quick reaction to the moment and the discernment that they had looking at the moment, looking at what is happening in the world, what the countries need, what the families need. Agencies were talking about family discipleship. And they came with this idea - **Family, Fitness, Faith and Fun**. And in two weeks a big team of writers, translators, they have play people with a lot of games to put there; Health and Fitness people that work in health and fitness in that area -they joined together to start Family.Fit Project. And Family.Fit Process. That was so quick. Two weeks and we started the production program of Family.Fit.

The second thing that I learned from the Family.Fit Process specially in innovation is the **collaboration and the teamwork**. That was incredible. That different agencies, multiple global movements were together, and were thinking together about family discipleship, looking at the Bible, listening to God at that moment. Their idea was how can we do something? How can we produce something to encourage the families to read the Bible together, to have fun times together, to look at themselves, and maybe to take care of them with the fitness. So with this Family, Fitness, Faith and Fun, they came with another very good idea that probably most of you know. That is, how can we do this without names and logos? Without names of agencies, names of organizations and no logos, simply because we want to reach everyone. We want to

have every church, every agency can have the ownership of the process. No names, no logos, just Jesus. Just God. Doing the difference among the families all over the world. And that's the second principle that I take from here. Collaboration was the main issue or was the most important here.

The third thing is the **diverse global team**. And this is incredible - that different people from different regions, from different time zones, from these different experiences and from different gifts with crazy schedules, they work together. That was incredible because sometimes at 6:00 AM, other times at midnight, I was working with people from different parts of the world. And one of the things that really touched me is that there was no judgment among the team. People that can come to the call, we always celebrate. People that can come to the process, we always celebrate. If someone cannot come, we understand totally. Simply, the team was big and we can share with each other the responsibilities.

Every week since March, a new program was launched. Three seasons. 13 programs for each season. 13 weeks. And on those 13 weeks, 3 days of program. So look, a lot of numbers here in the process every week. Every week 250 people all over the world were involved in a different way in the process of doing the work, of production, writers, play team, health and fitness team, editors, translators, video people, the web designers, social media people. A lot of people were involved in the process. And that was incredible to see - the passion and the heart of each one of them and the way that everyone wanted to serve and be involved in the process. And that was touching, at least touched a lot of my heart. This process.

The fourth thing that I understood in terms of innovation and Family.Fit is we need to **be always ready to adapt**. That's incredible looking at what's happening, looking at the families. We had only one week from one season to another of difference, but we needed to look at what's happening all over the world with the reactions of the families and we need to adapt always. From Season 1 to Season 2, we'd switched from seven steps to five steps. We needed to understand that seven steps were too much, too many. Five steps were more adaptable, easier for the families to understand. We did that. That was a "needs" and that happened from the Season 2 to Season 3.

We had this not only the five steps, but we added something extra, that was **Family.Fit Fast**. Looking at the families, sometimes they struggle a lot with like half an hour, three days a week, to be involved with the family discipleship and specially with fitness and fun, and having time with the kids and the family, the older family, not only the kids. But that was challenging sometimes. And we understood that we needed to give another step and give people another option. And that was Family.Fit Fast for the same program in Season 3 that we can have a program for half an hour or whatever, we can have a **7 Minutes Program** at the same time. So, Season 3 has two different modes. The regular, the normal one and the Family.Fit Fast. So that was incredible. And then we had a time out. But in the time out, two new resources came. The

first one is the **YouVersion devotion**. So you can go to YouVersion and put Family.Fit and you can start a devotion. And that's something that we had in the three months that we had from time out from December to February. Another one was the **Build Your Own Family.Fit**. How can we help the churches, the organizations, families to build their own program of Family.Fit. Thinking about fun, fitness; thinking about faith and how to develop the Bible engagement in the family. And that was the Build Your Own. You can use easily the Build Your Own, and that's incredible because some churches they can adapt their own sermons on Sundays to the Build Your Own and people/families can continue to do that during the week, being engaged with the Bible and doing some fitness with that program.

And the last one, the last principle is **multiplication**. From 1.5 Billion English speakers to 3.8 Billion speakers, or people that could read Family.Fit. From day one, translation and multiplication was always something that we want to think about, we want to dream about. And multiplication can only happen if we have translations. And now we have 26 languages being translated that accomplished or that reached 3.8 Billion people all over the world. And this process was incredible to see. More than 50 volunteers, a new program came that we needed to use and share and train people all over the world. And sometimes we had like hours to train and to do the best. And that's incredible to see. We saw a French team in one hour, translated the full program. We saw other teams like the Brazilian team, translating in two hours, two programs or whatever. That was incredible to see. The passion of our translators and teams of translators were involved in the process of translation. There is no option to us, if we want multiplication. If we want multiplication, we need to translate to different languages.

I'm doing a huge effort to speak to you in English. If I spoke in Portuguese, it is easier to me. But you need to understand that people all over the world they speak different languages, and they need to understand the program. And if we want to reach the world, we need to think about multiplication. We need to think about translation.

So, the five things that I noticed in terms of innovation through the Family.Fit process: **a reaction to the moment**, a proactive reaction to the moment that we were living. **Collaboration and teamwork**. **Diversity** in a global team, a lot of diversity. **Always ready to adapt**. And finally, **multiplication**. We want to reach all. Thank you for the time that you spend listening to me. May God bless you and encourage you during this conference.