

Knowing People's Thoughts is Crucial

In John 4:1-26, Jesus dialogues with a Samaritan woman. He uses an everyday ordinary situation – drawing water from a well – to engage her in conversation about spiritual things. As the woman becomes intrigued by His words, He challenges her with truth about her life. The woman is astounded by His understanding and curious about the truth He is sharing.

In the same way, Jesus desires us to make the most of every opportunity (Colossians 4:6), understanding our culture and those we are seeking to reach. While we are not all-knowing like He is, we can increase our effectiveness in sharing the Good News with students through the understanding gained by QuEST interviews and research.