



TALKING POINTS



Mission Design

Leading Your Ministry Through Organizational and Cultural Change

October 14, 2025 | \$19.99, 192 pages, paperback | 978-1-5140-1306-9

Aaron Abramson (MPA, New York University) is the CEO of Jews for Jesus. He was raised in a Jewish home, studied in a religious Jewish seminary, and served in the Israel Defense Forces. Since having a life-changing encounter with Jesus, Aaron has been instrumental in helping Jews for Jesus revitalize recruitment, redesign mission processes, and develop the ministry's performance measurement system.

Trusted Guide to Adapt and Innovate Organizations

Drawing on principles from design thinking, user experience design, and service design, Aaron Abramson provides a step-by-step approach to help pastors, church planters, nonprofit leaders, and mission entrepreneurs adapt and innovate ministries to reach the shifting world around us.

This book provides the tools and insights you need to adapt, pivot, navigate, and kickstart change for your ministry. Whether you're clarifying your vision, understanding your community's needs, or testing new strategies, *Mission Design* equips you to lead your organization into a flourishing future.

Topics readers will find in *Mission Design*:

- How do we adapt organizations and ministries to best reach the changing world?
- What are the best strategies to use in leading an organization through change?
- Why are five-year plans less impactful than other approaches to vision?
- How do seasoned organizations hold on to an innovative spirit?
- How can we better understand our organizations and the people they serve?
- When is it time for an organization to pivot? How do we know?
- How do we navigate and steward different reactions to change?
- When is it time to let go of practices and programs for the sake of renewed mission?
- How do we evaluate mission effectiveness and face challenges head-on?
- What does it look like to seek God's voice during a journey of change, adaptation, and innovation?
- Where do we turn if our plans for change aren't producing the answers or results we want?

No matter where your ministry is in its organizational life cycle, God can do new things in and through you for the good of those to whom you are called.



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BIO



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"I met Aaron Abramson in my home office and was immediately struck by his sharp mind, humility, and the joy that lit up his face when he spoke about his vision. Through his experiences with Jews for Jesus, Aaron provides practical wisdom for any leader navigating the seismic changes in our world. Aaron is a listener, and his words will help you listen to God and those you seek to serve."

—**Leighton Ford**, author of *Transforming Leadership* and *The Attentive Life*

CEO Shares Guide for Leaders Navigating Change

Aaron Abramson (MPA, New York University) is the CEO of Jews for Jesus. He the first Israeli to lead the 51-year-old outreach organization and has been on staff with them since 1999.

Born in Detroit, he was raised in a Jewish home, studied in a religious Jewish seminary, and served in the Israel Defense Forces. Since having a life-changing encounter that led him to faith in Jesus as the Messiah, Aaron has been instrumental in helping Jews for Jesus revitalize recruitment, redesign mission processes, and develop the ministry's performance measurement system.

Before stepping into the CEO role at Jews for Jesus, Aaron was their chief operating officer for six years. Aaron oversaw the North American and UK ministry teams as well as the Church Engagement and Communications Departments.

From [Jews for Jesus](#): "He's a big picture, strategic thinker and has been instrumental in creating new approaches for how to reach and serve more Jewish people and communities. Under his direction, Jews for Jesus teams worldwide have seen a growing response to the gospel amidst pressing global crises. They have also provided aid and comfort to hundreds of thousands affected by war, poverty, and disaster."

Aaron holds a BA in biblical and intercultural studies from All Nations Christian College in England and a master of public administration from New York University. He and his wife Victoria have three children and reside in London.

Aaron has been featured in:

- *Times of Israel*
- *The Jerusalem Post*
- *All Israel News*
- *Christian Post*
- *The Jewish Daily Forward*
- and more.

In *Mission Design*, drawing on principles from design thinking, user experience design, and service design, Aaron Abramson provides a step-by-step approach to help pastors, church planters, nonprofit leaders, and mission entrepreneurs adapt and innovate ministries to reach the shifting world around us.



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