

AUGUST SUGGESTED READINGw

Fishing Differently: Ministry Formation in the Marketplace

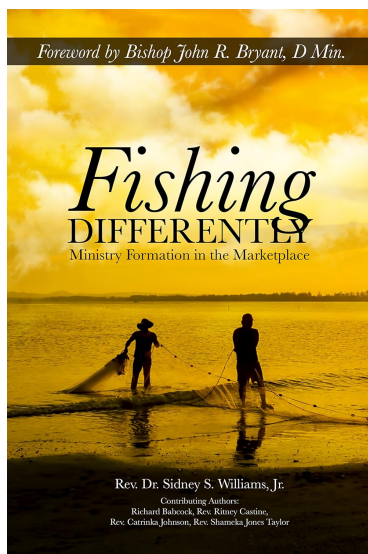
by [Jr. Rev. Dr. Sidney Williams](#) (Author),
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Rev. Dr. Sidney S. Williams, Jr. is an independent director, social impact investment advisor and practical theologian, with more than 30+ years of experience in corporate and community development. From Wall Street to Martin Luther King Avenue, he has made a continuous effort of identifying where theological and marketplace frameworks interact — and more significantly, where they should interact. He has pastored churches in Cape Town, South Africa and the USA, trained pastors and church planters on three continents, holds two masters degrees and a doctorate in ministry, and

has written dozens of articles and two books - *Morning Meditations: 100 Days to Believing You're Successful* and *Fishing Differently: Ministry Formation in the Marketplace*.

Bishop Harry L. Seawright appointed Dr. Williams the Executive Director of the Second Episcopal District Community Development Corporation during the closing session of the 2026 Second Episcopal District Summer Summit. (*Welcome back to the 2nd Episcopal District!*)



Fishing Differently is a compact resource written with new pastors and experienced laity of established congregations in mind, but provides insightful ideas and approaches to ministry for all pastors. The author draws from his vast experience as pastor and financial professional to develop The F.I.S.H. Principle. The principles consist of: Faith Capital, Intellectual Capital, Social Capital and Human Capital. The concept helps churches to establish or bridge a network of relationships based on resources, talents, and gifts the congregation possesses that can impact the community.

The first year of a new pastoral assignment in an established congregation is often referred to as the honeymoon phase, but this can be extremely misleading. Getting the first year right in a new pastoral assignment

will actually require a profound understanding of the historical narrative [story] of the congregation, as well as discernment about the preparedness of the congregation to move into a season of transition.

"Fishing Differently" not only offers critical insight on this process and practical examples, but will also help pastors and church leaders access the marketplace for funding relevant and impactful ministries according to Jeremiah 29:7.

“Seek the peace and prosperity of the city to which I have carried you into exile. Pray to the Lord for it, because if it prospers, you will prosper too.”

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