

COMMUNICATING FOR A CHANGE

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INTRODUCTION

1. Your _____ to communication should be shaped by the _____ of your communication.
2. My goal is to _____ people to live their lives as if the God of the Bible is with them.
 - Matthew 8:10
 - Mark 6:6
3. My approach:

FIVE QUESTIONS

1. Who is this about, _____?
2. What's my _____?
 - Dig until you find it.
 - Build everything around it.
 - Make it stick.
3. Where's the _____?
 - What _____ does this message answer?
 - What _____ does this message resolve?
 - What _____ does this message solve?
 - What _____ does this message address?
4. Do I _____ it?

Tip: The best way to internalize a talk is to memorize _____, not _____.



5. Am I allowing the _____ to speak?

- Bring your _____ to the text.
- _____ the energy in the text.

CONCLUSION

1. Determine your goal.
2. Choose an approach.