Compelling Communicator

OPENING AND PROBLEM ANALYSIS

Problem:
People leave sermons without biblical insights or transformed lives because wrong content is communicated in wrong way (preacher-centric v audience-centric)

It has these important manifestations:
- Data-heavy sermons overload, bore, distract, and frustrate
- Poorly structured sermons confuse people.
- Sermons without narrative flow are easily forgotten

Allusion to the Solution:
The wrong content being communicated in the wrong way is caused by a preacher-centric focus and results in limited transfer of biblical insights and limited transformation of lives. We need to move to a more audience-centric approach.

TRANSITION

So how do we move to an audience-centric approach? What does that look like. Here are three insights to help you.

FIRST INSIGHT
Landing a small number of great ideas is better than data overload

Data:
- Brain engages ideas more than facts
- Brain engages with simplicity
- Brain engages with brevity

TRANSITION

Well, you’re probably wondering how to find these big ideas. Where do they come from?

SECOND INSIGHT
Great ideas are supported with essential data in a compelling way

Data:
- Brain engages with necessary proof (Value not volume)
- Brain engages with illustrations
- Brain engages with antithesis

TRANSITION

So, we’ve got our ideas and supporting data. But how do we put it all together?

THIRD INSIGHT
A storyline sequence that connects the great ideas is engaging

Data:
- Brain loves logical sequence
- Brain loves context/connection
- Brain loves dialogue

TRANSITION

Let’s sum up how to move from a preacher-centric approach to an audience-centric approach.

CLOSING/CALL TO ACTION

1. Sermons do not teach/transform because wrong content is communicated in the wrong way. Sermons are overloaded > boring, poorly structured > confusing, have no storyline > forgotten. 2. An audience-centric approach will transfer ideas and transform lives. That means identifying key insights, supporting with data, and connecting them in a logical narrative. 3. Preach good content with good communication to transfer ideas & transform lives.