# 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

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.