


Name	Date	Audience
	October 17, 2019	

 **ACTION:**  
Preach good content with good communication to transfer ideas & transform lives

## 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:**

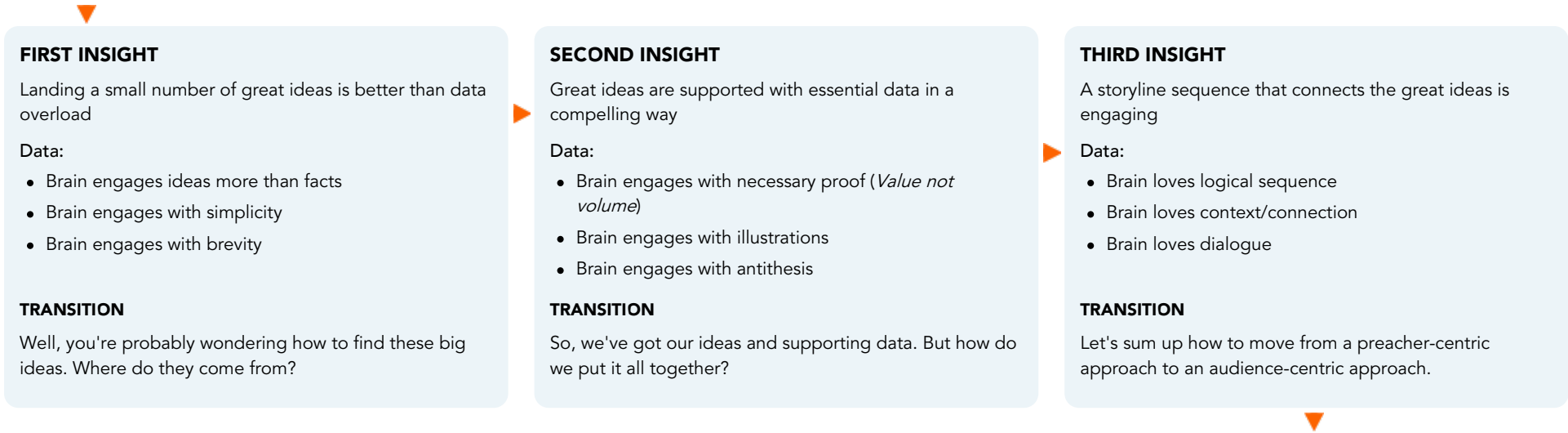
- Data-heavy sermons overload, bore, distract, and frustrate
- Poorly structured sermons confuse people.
- Sermons without narrative flow are easily forgotten

**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.

