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7 things we do that make us less effective as communicators.

Session Seven

Give listeners the why and the what, but don't give them the how.

If you are speaking about making disciples, you need to explain WHY we should disciple, WHAT is a disciple, and then HOW we actually make a disciple. The why inspires. The what gives clarity. But it is the how, that they actually use. Never forget the how.

Questions:

1 - What part of the message do you do best on?

The why?

The what?

The how?

2 - How do you transition from the why / what to the how in your messages?

3 - In your last three messages / speaking opportunities what were the application points?

Preparation Tip:

During your message prep, once you've completed the point you are trying to make, ask yourself these three questions? Asking yourself these questions will force you to come up with action steps for them to take based on what they've heard.

1- So what?

This is the point I am making ... so what does this have to do with the listener?

2 - What should they do next?

After hearing the point I ma making ... what should they go out and do with it?

3 - What is one way the listener can apply this point?