



CHURCH COMMUNICATION NETWORK
PRESENTS

Creative Communication: Being Yourself in the Pulpit

Featuring

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God has uniquely gifted you

1. Be yourself

You're the only one who can be you and get it right: God is counting on you

Rick Warren: how God SHAPES us

Spiritual gifts, **H**eart, **A**bility, **P**ersonality, **E**xperiences

2. Be biblical

If not, you're just a public speaker, not a preacher

It's the Word of God we preach

For the time will come when men will not put up with sound doctrine. Instead, to suit their own desires, they will gather around them a great number of teachers to say what their itching ears want to hear.

They will turn their ears away from the truth and turn aside to myths.

—2 Timothy 4:3-4

3. Be aware

Use a variety of styles

Methods are many, principles are few

What are your people's greatest needs?

Then we will no longer be infants, tossed back and forth by the waves, and blown here and there by every wind of teaching and by the cunning and craftiness of men in their

deceitful scheming.
—Ephesians 4:14

Seven styles of communication

1. The storyteller

The **Storyteller** wants to help people *visualize* something

2. The apologist

The **Apologist** wants to help people *believe* something

3. The humorist

The **Humorist** wants to help people *enjoy* something

4. The teacher

The **Teacher** wants to help people *learn* something

5. The revolutionary

The **Revolutionary** wants to help people *ignite* something

6. The scholar

The **Scholar** wants to help people *understand* something

7. The illustrator

The **Illustrator** wants to help people *connect with* something

Be intensely yourself

BLUE Analytical Logical Pragmatic Intellectual	RED Emotional Creative Daring Surprising
GRAY Cautious Predictable Neutral Boring	

Be “red” or “blue” or “purple”, but stay out of the “gray”

Keep it LIVE!

1. Be PASSIONATE!

Media theorist Marshall McLuhan famously observed the difference between “cool” media and “hot” media: TV is cool and calming while live concerts are hot and engaging. The problem: Many pastors are so influenced by TV that they have “cooled down” their “hot” medium of a live presentation. They have become no more than a narrator, a talking head.

2. PERSONALIZE

Use stories, especially stories from your people’s lives

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3. MOVE!

Body language is a huge part of communicating [4620]

Since physiologists tell us 80 percent of all human motivation is optically stimulated, give the eyes a workout!

4. Have the audience PARTICIPATE!

Audience participation ideas:

1. Stand up/sit downs...	9. Ask question...
2. Trade wallets...	10. Read this with me...
3. Show pix of kids/driver's license...	11. Finish this song/slogan...
4. Show of hands...	12. Write the initials of a person you are worried about/trouble forgiving...
5. Rate yourself...	13. Make a mark. An X, a $\sqrt{\quad}$
6. Circle that word... now draw a line...	14. Teach them words in a foreign language...
7. Write this down....	15. Put a star next to the point...
8. Turn to three other people and form a circle and pray...	

Involve the audience

The possibility of participation jolts an audience into attentiveness. In terms of recording an event or experience in the mind, nothing comes close to active participation. It triggers the senses. It creates a dynamic tension that flashes an immediate signal to everybody in the room: "You are expected to be ready. You are going to be acted upon!"

—Ron Hoff

5. Take RISKS!

If you're not taking risks, you risk going "gray"

You must be willing to shoot the moon!
—Ron Hoff

Discussion

Resources

Refining Your Style: Learning from Respected Communicators

by Dave Stone

www.amazon.com

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