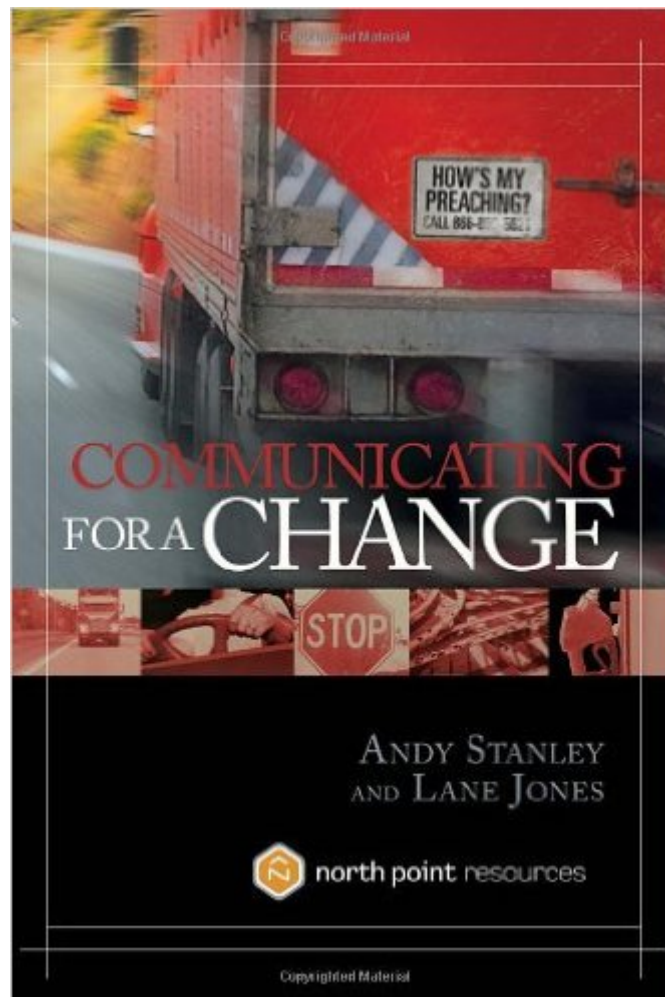


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# Communicating For A Change: Seven Keys To Irresistible Communication (North Point Resources)



## Synopsis

When You Talk, Are People Changed? Whether you speak from the pulpit, podium, or the front of a classroom, you don't need much more than blank stares and faraway looks to tell you you're not connecting. Take heart before your audience takes leave! You can convey your message in the powerful, life-changing way it deserves to be told. An insightful, entertaining parable that's an excellent guide for any speaker, *Communicating for a Change* takes a simple approach to delivering effectively. Join Pastor Ray as he discovers that the secrets to successful speaking are parallel to the lessons a trucker learns on the road. By knowing your destination before you leave (identifying the one basic premise of your message), using your blinkers (making transitions obvious), and implementing five other practical points, you'll drive your message home every time!

Long ago, in a galaxy far, far away • Once upon a time • In the beginning • Great stories capture and hold an audience's attention from start to finish. Why should it be any different when you stand up to speak? In *Communicating for a Change*, Andy Stanley and Lane Jones offer a unique strategy for communicators seeking to deliver captivating and practical messages. In this highly creative presentation, the authors unpack seven concepts that will empower you to engage and impact your audience in a way that leaves them wanting more. Whether you are a senior pastor with weekly teaching responsibilities or a student pastor who has been charged with engaging the hearts and minds of high school students, this book is a must-read.

-Bill Hybels, Senior pastor, Willow Creek Community Church

A very practical resource for every biblical communicator who wants to go from good to great.

-Ed Young, Senior pastor, Fellowship Church, Grapevine, Texas

To communicate effectively, you have to connect. Andy has been connecting with people for years, and now he's sharing his insights with the rest of us.

-Jeff Foxworthy, Comedian

Story Behind the Book

Andy Stanley and Lane Jones are on staff at one of America's largest churches, North Point Community. Leaders of thousands of people, they regularly speak in front of large groups. They also listen to numerous speakers and know the disastrous effects of a poorly delivered message. This book is the result of their efforts to make public speaking "one of the most common fear-inducing activities known to mankind" simple, easy, and even enjoyable, so that God's messages will readily produce the life-changing results they should.

## Book Information

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## Customer Reviews

Anyone who has heard Andy Stanley preach knows that he is an effective communicator. Now, Stanley and coauthor Lane Jones let us in on the secrets of effective preaching in *Communicating for Change*. The first half of the book is a fable about a discouraged preacher, Pastor Ray Martin, who is desperate for help. He meets with an acquaintance, a successful businessman, who flies him by helicopter to meet Will Graham, a truck driver who has just the answers that Ray needs. By the time Ray leaves, he has a new approach and new hope for his preaching. The second half of the book explains this model of preaching, covering topics like the goal of preaching, how to outline the message relationally, and how to engage the audience. The model offered by Stanley and Lane has two main strengths. First, it centers preaching around one central idea, taken from the text. This is more effective than other approaches, which fail to capture the central idea of the text. In trying to communicate everything, they communicate nothing. Haddon Robinson and others have also written on the importance of the big idea in preaching. Second, Stanley and Lane also present a relational outline approach to preaching. Their outlines are built around "the communicator's relationship with the audience rather than content." They remind us that "the way we organize material on paper is very different from how we process information in a conversation." This relational approach can lead to better communication of the Biblical idea of a passage. The book is not without its problems. The leadership fable, in which an unlikely hero rescues a hapless practitioner, may be an overused approach.

After finishing this book, I was reminded of the following verse in 2 Timothy 2:15 - Do your best to present yourself to God as one approved, a workman who does not need to be ashamed and who correctly handles the word of truth. Not everyone is called to preach or to give Bible studies but this

book, at the very minimum, allows us to see how much work and thought is involved when a pastor gives a sermon/Bible study. Because of that, I very appreciate my pastor who must have worked really hard to preach God's word. Here are the takeaway lessons that are transcribed verbatim from the book for each of the relevant chapters. In order to see how these points were derived, you'll need to read the book which I highly recommend:

1. Determine your goal
  - 1a. Our approach to communicating should be shaped by our goal in communicating.
  - 1b. Our goal should be life change. Specifically, to teach people how to live a life that reflects the values, principles, and truths of the Bible.
  - 1c. When you commit to preach for life change, your preparation is not complete until you have answered two very important questions: So what? and Now what?
2. Pick a point
  - 2a. In a one point message it is essential for the communicator to know the answer to two questions: What is the one thing I want my audience to know? What do I want them to do about it?
  - 2b. For most communicators, the biggest challenge will not be finding the one idea, but eliminating the other three.
  - 2c. The process for developing a one point message is as follows: 1) Dig until you find it. 2) Build everything around it. 3) Make it stick.
3. Create a map.
  - 3a.

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