

Drive Conference 2011
Communicating for Change
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Your **APPROACH** to communication should be shaped by the **GOAL** of your communication.

- * Approach trumps goal.
- * Approach is everything in communication.
- * Even if the content is right, you cannot be heard if you have the wrong approach.
- * How trumps content.
- * What is the right APPROACH?

My goal is to INSPIRE people to live their lives as if the God of the Bible is with them.

- * What would I do if I were absolutely convinced God was with you?

Matthew 8:10 and Mark 6:6 - both speak of the times Jesus was amazed. BIG faith and NO faith.

Entice people into the passage, - then roll around it - then jam ONE simple idea into their heart, not notes, not an outline, one portable idea/truth that can reshape their lives.

Can you say it in “**TWITTER PHASE**”?

FIVE Questions:

1. Who is this about **REALLY**? - Is this about me or my audience?

2. What is my **BURDEN**?

- Dig until you find it.
- The ONE thing.
- ONE point sermons.
- Build everything around it.
- Make it stick.
- The phrase that pays.

3. Where's the **TENSION**?

- * What QUESTION does this message answer?
- * What TENSION does this message resolve?
- * What MYSTERY does this message solve?
- * What ISSUE does this message address?

4. Do I **OWN** it?

The best way to internalize a talk is to memorize **PIECES** not **POINTS**.

There is a connection between *PERCEIVED* irrelevance and **BOREDOM**.

Relevance = Interest

Tension leads to attention.

It's not about **PERSONALITY** it's about **PREPARATION**.

Picture this person when you prepare:

- * Giving church/God one more chance.
- * Your unchurched neighbor.
- * Your eighteen year old child.
- * 35 year old man.

"Give me the 15 second version of your sermon."

If you preach **too long** - it's about YOU and not your audience...you didn't prepare well enough.
Direction correlation between prep and concentration on your audience.

If you're Not prepared - you are thinking too hard and not concentrating on your audience.

5. Am I allowing the **TEXT** to speak?

- * Bring your ENERGY to the text.
- * Uncover the ENERGY in the text.

Determine your goal.
Choose your approach.