

Communication That Sticks

Introduction

I. Our approach to preaching should be shaped by our goal in preaching.

- A. Instead of determining our goal, many of us inherited a goal.
 - 1. Teach the Bible to people.
 - 2. Teach people the Bible.
- B. If spiritual maturity were synonymous with Bible knowledge, then either of those options would be fine.
- C. Spiritual maturity is gauged by application.

Do not merely listen to the word, and so deceive yourselves. Do what it says. Anyone who listens to the word but does not do what it says is like a man who looks at his face in a mirror and, after looking at himself, goes away and immediately forgets what he looks like. But the man who looks intently into the perfect law that gives freedom, and continues to do this, not forgetting what he has heard, but doing it—he will be blessed in what he does. If anyone considers himself religious and yet does not keep a tight rein on his tongue, he deceives himself and his religion is worthless. James 1:22-26

II. The goal of preaching should be to teach people how to live a life that reflects the values, principles, and truths of the Bible.

- A. This is why we are committed to the concept: *Teach less for more.*
- B. We believe . . .
 - 1. All Scripture is equally inspired.
 - 2. All Scripture is not equally applicable.
 - 3. All applicable Scripture is not appropriate for every stage of life.

III. If application is the goal, the following five questions should shape our approach.

- A. What do they need to know? (Information)
 - 1. This is the *one* thing.
 - 2. This is the burden you have to unload.

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B. Why do they need to know it? (Motivation)

1. This is the key to developing tension in your introduction.
2. If the audience members are not convinced they need to know what you are about to tell them, it is perceived as irrelevant.

C. What do they need to do? (Application)

1. Think through the concentric circles of relationships.
2. Assign homework when appropriate.

D. Why do they need to do it? (Inspiration)

E. How can I help them remember? (Reiteration)

1. At strategic times, send something home with your audience that will serve as a visual reminder.
2. For example . . .