



## **Communicating for a Change: Seven Keys to Irresistible Communication**

By Andy Stanley and Lane Jones

To communicate for change we must do more than transfer knowledge, we must give our listeners ONE memorable thing *to know* and they must know what *to do* with it.

In order to do this we need to take people on a journey to a destination. The follow steps are recommended: Determine Your Goal, Pick a Point, Create a Map, Internalize the Message, Engage Your Audience, Find Your Voice, and Find Some Traction.

1. Determine Your Goal: What are you trying to accomplish? Change.
2. Pick a Point: 1 point (What is the one thing I want my audience to know?
  - What do I want them to do about it?)
3. Create a Map (best route to the goal): ME-WE-GOD-YOU-WE.
4. Internalize the Message: (own it) When you stand up and speak without notes and without having to read your sermon, you're saying, 'This is so important that it's a part of me—and I think you should make it a part of you, too.'
5. Engage Your Audience: Create tension. Listeners must feel a need to listen. Slow down in the curves to make sure your listeners follow the transitions.
6. Find Your Voice: Talk to people, not at them.
7. Find Some Traction: Ask these questions when you get stuck: 1. What do they need to know? INFORMATION 2. Why do they need to know it? MOTIVATION 3. What do they need to do? APPLICATION 4. Why do they need to do it? INSPIRATION 5. How can I help them remember? REITERATION

**The goal in communication is not just changed knowledge, it is changed lives.**