

## The Top Five Laws of COMMUNICATION







# Fill The Pulpit And Let God Fill The Building.



We Are Known By What We Flee From



- We Are Known By What We Flee From
- We Are Known By What We Follow After



- We Are Known By What We Flee From
- We Are Known By What We Follow After
- We Are Known By What We Fight For



- We Are Known By What We Flee From
- We Are Known By What We Follow After
- We Are Known By What We Fight For
- We Are Known By What We Are Faithful To



# The Mind Craves Order, Not Chaos.

LAW NUMBER TWO



- Our thinking constitutes at least 50,000 Thoughts Per Day.
- How many of our thoughts are new thoughts?
- The essence of creativity is our ability to accommodate as many new thoughts as possible?

#### THE MIND



- Is the idea worthy of my consideration?
- Is anyone else doing it?
- Does it glorify God?
- Will it help a lot of people?







## The Mental Download



 Our thoughts are vehicles, taking us through life.



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- In order to have a successful journey we have to take control of our thoughts!



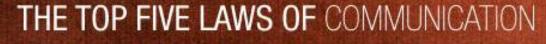
- Our thoughts are vehicles, taking us through life.
- In order to have a successful journey we have to take control of our thoughts!
- We have to decide where we are going and who we want to become.







Creativity Is Like Giving Birth To Barbwire, But Someone Has To Do It.





### Create For Audience Imagination vs. Fantasy

Too many speech teachers are teaching that speaking is a medium of words rather a medium of sight and sound which happens to use words.

Imagination is the imagining function of the mind. It is thinking by seeing, as contrasted with reasoning. Imagination puts flesh and clothes on mere naked ideas and facts. It makes the unknown known and the unseen seen.





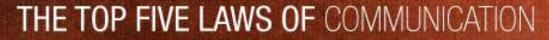
#### 2. Cluster For Audience

 Moving from memorized to organized



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- Moving from memorized to organized
- Biblical text determines
   substance and the sermon izer determines the structure.





## 3. Compose For Audience

- Write for ear not eye



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- Write for ear not eye
- Write for involvement not just inspiration



# The Person's Mind Is Not A Debating Hall But A Picture Gallery



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- They learn by perceiving (right brain) and processing information (left brain).
- Word pictures connect both halves of the brain.
- It is the speaker's responsibility to discover appropriate images.



#### Make Your Presentations SHARP:

Stories

Humor

**Analogies** 

References and quotes

Pictures and visual aids

All of the **SHARP** principles work together to bring life to your presentation.



The Length Of A Message Is Not Determined By The Clock But By The Crowd.

#### LAW NUMBER FIVE