



# The Top Five Laws of COMMUNICATION









# THE TOP FIVE LAWS OF COMMUNICATION

## LAW NUMBER ONE





## THE TOP FIVE LAWS OF COMMUNICATION

Fill The Pulpit And Let  
God Fill The Building.

**LAW NUMBER ONE**





## THE TOP FIVE LAWS OF COMMUNICATION

- We Are Known By What We Flee From

**LAW NUMBER ONE**





## THE TOP FIVE LAWS OF COMMUNICATION

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

**LAW NUMBER ONE**





## THE TOP FIVE LAWS OF COMMUNICATION

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

# LAW NUMBER ONE





## THE TOP FIVE LAWS OF COMMUNICATION

- 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

# LAW NUMBER ONE





## THE TOP FIVE LAWS OF COMMUNICATION

The Mind Craves  
Order, Not Chaos.

**LAW NUMBER TWO**





## THE TOP FIVE LAWS OF COMMUNICATION

- 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**





## THE TOP FIVE LAWS OF COMMUNICATION

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

## THE METHODS









THE TOP FIVE LAWS OF COMMUNICATION

# The Mental Download

THE METHODS





## THE TOP FIVE LAWS OF COMMUNICATION

- Our thoughts are vehicles, taking us through life.

**THE METHODS**





## THE TOP FIVE LAWS OF COMMUNICATION

- Our thoughts are vehicles, taking us through life.
- In order to have a successful journey we have to take control of our thoughts!

# THE METHODS





## THE TOP FIVE LAWS OF COMMUNICATION

- 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.

## THE METHODS





THE TOP FIVE LAWS OF COMMUNICATION

# The Mental Upload

THE METHODS





## THE TOP FIVE LAWS OF COMMUNICATION

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

**LAW NUMBER THREE**





## THE TOP FIVE LAWS OF COMMUNICATION

1. Create For Audience
  - Imagination vs. Fantasy

**LAW NUMBER THREE**





## THE TOP FIVE LAWS OF COMMUNICATION

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.

# LAW NUMBER THREE





## THE TOP FIVE LAWS OF COMMUNICATION

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.

### LAW NUMBER THREE





## THE TOP FIVE LAWS OF COMMUNICATION

# 2. Cluster For Audience

- Moving from memorized to organized

**LAW NUMBER THREE**





## 2. Cluster For Audience

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

**LAW NUMBER THREE**





## THE TOP FIVE LAWS OF COMMUNICATION

### 3. Compose For Audience

- Write for ear not eye

**LAW NUMBER THREE**





### 3. Compose For Audience

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

**LAW NUMBER THREE**





THE TOP FIVE LAWS OF COMMUNICATION

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

**LAW NUMBER FOUR**





## THE TOP FIVE LAWS OF COMMUNICATION

- How do the majority of people learn?

**LAW NUMBER FOUR**





## THE TOP FIVE LAWS OF COMMUNICATION

- How do the majority of people learn?
- They learn by **perceiving** (right brain) and **processing** information (left brain).

# LAW NUMBER FOUR





## THE TOP FIVE LAWS OF COMMUNICATION

- How do the majority of people learn?
- They learn by **perceiving** (right brain) and **processing** information (left brain).
- Word pictures connect both halves of the brain.

# LAW NUMBER FOUR





## THE TOP FIVE LAWS OF COMMUNICATION

- How do the majority of people learn?
- 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.

## LAW NUMBER FOUR





## THE TOP FIVE LAWS OF COMMUNICATION

### Make Your Presentations SHARP:

**S**taories

**H**umor

**A**nalogies

**R**eferences and quotes

**P**ictures and visual aids

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

# LAW NUMBER FOUR





## THE TOP FIVE LAWS OF COMMUNICATION

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

**LAW NUMBER FIVE**