

Leadership 301

Lesson Seven

Communication Skills

This lesson belongs to: _____

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Communication Skills

Key Verse: *“For if the trumpet makes an uncertain sound, who will prepare for battle? So likewise you, unless you utter by the tongue words easy to understand, how will it be known what is spoken? For you will be speaking into the air.” 1 Corinthians 14:8-9*

Purpose: The purpose of this lesson is to help the disciple/leader learn basic communication skills.

- “The average American spends 70% of his active hours communicating verbally.” –*The Process of Communication, D. K. Berlow*
 - “Since 1955, 50% of the cost of running the American economy has been related to communications.” –*Kaiser Aluminum News*
 - “If I went back to college again, I’d concentrate on two areas: learning to write and to speak to an audience. Nothing in life is more important than the ability to communicate effectively.” –*Gerald Ford*
 - 60% of all management problems are the result of poor communication.
1. Great communicators look to _____.
 - a. They understand that God is the source of true inspiration and anointing.
 - b. They understand that without God they can only communicate according to their own ability.
 - c. Isaiah 50:4–5 (NKJV) *“The Lord God has given Me the tongue of the learned, that I should know how to speak a word in season to him who is weary. He awakens Me morning by morning, He awakens My ear to hear as the learned. ⁵ The Lord God has opened My ear; and I was not rebellious, nor did I turn away.”*
 2. Great communicators believe in _____.
 - a. If you cannot believe in yourself, then you will not attempt to communicate at all.
 3. Great communicators believe in their _____.
 - a. They believe in what they say.
 - b. Ordinary people become great communicators when they begin to express their convictions with passion.
 4. Great communicators believe in _____.
 - a. Great communicators believe in people. People believe in great communicators.
 - b. When people know you love and believe in them, they become motivated to listen and learn.
 - c. There are no small audiences—only small communicators.
 5. Great communicators are _____.
 - a. Credible people live what they say.
 - b. In the beginning people will believe what you say; in the end people will only believe what you do.
 - c. Your talk talks and your walk talks, but your walk talks louder than your talk talks.
 6. Great communicators have a sense of _____.
 - a. Ecclesiastes 3:1 (NKJV) *“To everything there is a season, a time for every purpose under heaven.”*
 - b. Timing involves discerning “when” to say “what”
 - 1) The nature and state of the people
 - 2) The place and setting
 - 3) The relevancy of the subject to the people
 - 4) The moment of highest impact
 - 5) The leading of the Holy Spirit
 7. Great communicators can communicate _____.
 - a. There are no boring subjects, only boring communicators.

- b. You cannot communicate your message until you can capture and retain the attention of your listeners.
 - c. Creativity allows you to become unpredictable. The greater your predictability, the lower your impact. The lower your predictability, the higher your impact.
8. Great communicators know how to help people _____ the information they have received. People retain or remember:
- a. 20% of what they hear
 - b. 30-40% of what they hear and see
 - c. 50-60% of what they hear, see, and speak
 - d. 90% of what they use to make definite decisions.
9. Great communicators know how to use a good _____.
- a. A "hook" is the tool or method used to get people "hooked" or interested in what you have to say.
 - b. There are several qualities of a good "hook".
 - 1) It gets people's attention.
 - 2) It sets a goal (Be sure it is one *they* want to reach).
 - 3) It leads to the subject information.
10. Great communicators can _____ with people.
- a. They learn all they can about the people to whom they are communicating.
 - b. They establish common ground based on that knowledge.
 - c. They are willing to risk revealing their life and feelings in order to help others identify with them.
 - d. Unless people can identify with the speaker, they will have a hard time believing that what they have to say will have any relevance to their lives.
11. Great communicators maintain _____ contact with the people.
- a. Eye contact is person to person contact.
 - b. A lack of eye contact breeds distraction, distrust, discomfort, and disinterest.
12. Great communicators know what they want to _____.
13. Great communicators communicate their message in an _____ manner.
- a. People naturally learn through orderly thought processes.
 - b. When the information shared has no apparent relationship to the goal, people lose interest.
 - c. When the information shared is not presented in an orderly manner, people become confused.
14. Great communicators communicate their message in a way that people _____.
- a. Avoid the use of confusing terms, ideas, philosophies, etc.
 - b. Communication only takes place where understanding begins.
15. Great communicators focus on _____.
- a. "Preach for a verdict." –George Blackstone
 - b. People must see the connection and practical application of what they are learning to their lives.
 - c. Ask yourself, "What's the purpose?" and "Why is this necessary?"
 - d. Show people how the information should be practically applied in their lives.
16. Great communicators strive for _____.
- a. Five steps toward transformation
 - 1) Information: The purpose is to communicate biblical information.
 - 2) Revelation: The purpose is to seek spiritual understanding.
 - 3) Inspiration: The purpose is to inspire motivation.
 - 4) Application: The purpose is to move to action.
 - 5) Transformation: The purpose is to change lives.
17. Great communicators are _____.
- a. They do not take themselves so seriously.
 - b. Relaxed does not mean boring or impassionate. They take their message seriously but not themselves.
 - c. When communicators are relaxed, the people become more
 - 1) Receptive

- 2) Focused on what they are saying
- 3) Interactive with the communicator

18. Great communicators _____ others.
19. Great communicators get _____ to help ensure that information has been understood and received.
- a. If people cannot tell you *what* you have said, then you have not communicated no matter *how much* you have said.
20. Great communicators are always striving to _____ their ability to communicate.