



The Art of Communication

Exploding the Myths of:

What Makes a
“Good Speaker?”

What kind of personality makes for a good public speaker?

■ 1st MYTH:

- ◆ Extroverted people are better speakers!

■ Not True!

- ◆ Introverts learn how to communicate better

- ◆ Content-based
- ◆ Well-thought out
- ◆ Sincerity

Can just ANYBODY be a public speaker?

■ **2nd MYTH:**

- ◆ Only the “talented” people can!

■ **Not True!**

- ◆ Anyone can learn to be an effective communicator!
 - ◆ **Exodus 4:10-13**

Can just ANYBODY be a public speaker?

Ex 4:10 *"Moses said to the LORD, 'O Lord, I have never been eloquent, neither in the past nor since you have spoken to your servant. I am slow of speech and tongue.'*

11 *The LORD said to him, 'Who gave man his mouth? Who makes him deaf or mute? Who gives him sight or makes him blind? Is it not I, the LORD?'*

12 *Now go; I will help you speak and will teach you what to say.'"*

What is the greatest obstacle to becoming an effective communicator?

■ **OURSELVES!**

Reasons:

- ◆ Unbelief
- ◆ Fear
- ◆ Inexperience
- ◆ Bad experience
- ◆ Never had proper “tools!”

Overcoming Obstacles in Communication

■ PROBLEMS:

- ◆ Unbelief
- ◆ Fear
- ◆ Inexperience
- ◆ Bad experience
- ◆ Never had proper "tools!"



■ REMEDIES:

- ◆ Obedience
- ◆ Faith
- ◆ Practice
- ◆ Empathy
- ◆ Proper "tools!"

Helpful Tools:

- Multi-Translations of Bible
- Concordance
- Dictionary (Bible and English)
- Thesaurus
- Book of "Quotations"
- Book of "Illustrations"
- Good Library
- Powerful Computer

Study the Methods of the Best Communicators!

■ JESUS

- ◆ Simplicity of words
 - ◆ Depth of Concepts
- ◆ Stories (Word pictures)
 - ◆ “Windows” of your message!
 - *Some illustrated/Some obscured*
- ◆ Personal Example
 - ◆ “Life Message” (Authority!)
 - *Matt 7:24-28*

Study the Methods of the Best Communicators!

■ JESUS

Matt 7:24 " 'Therefore everyone who hears these words of Mine and puts them into practice is like a wise man who built his house on the rock...'

28 When Jesus had finished saying these things, the crowds were amazed at His teaching,

29 because He taught as one who had authority, and not as their teachers of the law."

What's "The BIG IDEA?"

■ CENTRAL THOUGHT

- ◆ The one thing you wish to communicate
- ◆ Key to successful advertising
 - ◆ Is it conveyed?
 - ◆ Did you "get" it?