

MAKING IT LAND

How do we help our listeners to grasp, remember, enjoy and engage with our talks?





The Jesus Way: Our Words



You are writing a talk.

Write as you'd speak, don't speak as you'd write.

Our Words



Use Ordinary Words

Make sure people understand you.



Use Short Sentences

Don't overcomplicate things.

Simple is good.



Use Questions

Questions create a dialogue, don't they?

Our Words



Use Repetition

Repeat, repeat, repeat.

Our Words



Use Contrasts

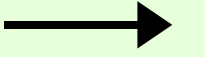
Not like that, but like this.



Read Matthew 5-7

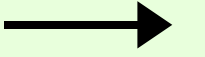
Pick out how Jesus uses these techniques when preaching his most famous sermon.

*Talks. Ordinary Words. Short Sentences. Questions.
Repetition. Contrasts.*



The Jesus Way: Beyond Words

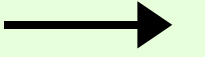
Beyond Words



Illustrations

Take a truth and explain it in a different way.

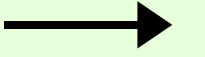
Beyond Words



Stories

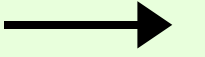
Stories draw people into a new world.

Beyond Words



Visuals

Help people to see what you mean.



Other Devices

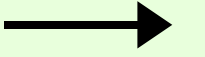
Digital Media

Quotes

Humour

Discussion

Interactions



- ❖ What do you find makes a talk 'land' for you?
- ❖ What are your strengths?
- ❖ What do you need to work on?

Final Thoughts



Stopping it from landing

Making it land