

Stuff I Learned In Broadcasting That Helps Me Preach

6 Communication Secrets the Pros Use

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Secret #1: You think of yourself as building a case, or building an argument. But you are building a RELATIONSHIP

You might imagine people are asking, “Do I like this speaker?” But they are asking, “Does this person LIKE ME?”

Establishing rapport:

- Your effectiveness will skyrocket with this simple change: Go from PLURAL personal pronouns to SINGULAR personal pronouns
- Do not think of a crowd. Think of INDIVIDUALS
Continue thinking of “friends” in the audience.
- Have good eye contact—but not unblinking and constant

Secret #2: DOMINOES

Think momentum: Are there elements in your service, then in your church calendar, then in your evangelism and discipleship strategy, set up like a string of dominoes, one knocking over the next? Or are you putting your energy into one giant domino that will fall spectacularly and not knock anything else into motion?

Secret #3: CHANGE THE STATION FOR THEM

Studies reviewed by Oxford, King's College, and Harvard in 2019 found the internet is reducing attention span: “...the limitless stream of prompts and notifications encourages us towards constantly holding a divided attention...”

Other researchers say evidence is mixed: Trained observers watched students during a 50-minute lecture and recorded perceived breaks in attention. They noted attention lapses during the initial minutes of “settling-in,” again at 10-18 minutes into the lecture, and then as often as every 3-4 minutes toward the end.

ABC NEWS lead story average length: TWO minutes, five seconds

According to a 2010 New York Times article, in data from 53,573 page views, 17% of the views lasted less than 4 seconds while just 4% lasted more than 10 minutes.

According to Smart Moves by Sam Deep and Lyle Sussman, people talk an average 120 words per minute. The brain's ability to absorb information is now around 480 wpm!

According to Business Week, the typical US executive has an on-the-job attention span of SIX minutes

Solutions:

- Keep it multi-modal
- Make 'em laugh
- Incorporate the unexpected
- Tell stories (Researchers who study human cognition say stories are “psychologically privileged.” Our minds treat them differently than other kinds of information.)

Secret #4: BE INTENSELY YOURSELF

According to communication specialists Ron Hoff and Richard Vaughan, every speaker falls into one of three zones: Red, Blue, or Grey. The secret is to be yourself, but stay out of the grey!

BLUE:

Analytical

Logical

Pragmatic

Intellectual

RED:

Emotional

Creative

Daring

Surprising

GREY:

Cautious

Predictable

Neutral

Boring

Secret #5: CONSTANTLY GET FEEDBACK

Secret #6: IMAGING

“Positive, Encouraging K-LOVE”

Think about it: Every successful church you know has a theme. Purpose. Self-esteem. Seeker-sensitive. Family. What word or phrase do people think of when they think about your church? They will think of something anyway, so you may as well strategize it!

Be aware of the classic Marshall McLuhan-coined distinction between “hot:” and “cool” media.

Here’s an explanation from blogger Fernando Fonseca:

Hot media usually, but not always, provide complete involvement without considerable stimulus. For example, print occupies visual space, uses visual senses, but can immerse its reader. Hot media favor analytical precision, quantitative analysis and sequential ordering, as they are usually sequential, linear and logical. They emphasize one sense (for example, of sight or sound) over the others. For this reason, hot media also include radio, as well as film, the lecture and photography.

Cool media, on the other hand, are usually, but not always, those that provide little involvement with substantial stimulus. They require more active participation on the part of the user, including the perception of abstract patterning and simultaneous comprehension of all parts. Therefore, according to McLuhan cool media includes television, as well as seminars and cartoons. McLuhan describes the term "cool media" as emerging from jazz and popular music and, in this context, is used to mean "detached."