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Communicating for a Change: Seven Keys to Irresistible Communication (North Point Resources)

Andy Stanley, Lane Jones

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When You Talk, Are People Changed?

Whether you speak from the pulpit, podium, or the front of a classroom, you don't need much more than blank stares and faraway looks to tell you you're not connecting. Take heart before your audience takes leave! You can convey your message in the powerful, life-changing way it deserves to be told. An insightful, entertaining parable that's an excellent guide for any speaker, Communicating for a Change takes a simple approach to delivering effectively. Join Pastor Ray as he discovers that the secrets to successful speaking are parallel to the lessons a trucker learns on the road. By knowing your destination before you leave (identifying the one basic premise of your message), using your blinkers (making transitions obvious), and implementing five other practical points, you'll drive your message home every time!

"Long ago, in a galaxy far, far away…"

"Once upon a time…"

"In the beginning…"

Great stories capture and hold an audience's attention from start to finish. Why should it be any different when you stand up to speak?

In *Communicating for a Change,* Andy Stanley and Lane Jones offer a unique strategy for communicators seeking to deliver captivating and practical messages. In this highly creative presentation, the authors unpack seven concepts that will empower you to engage and impact your audience in a way that leaves them wanting more.

"Whether you are a senior pastor with weekly teaching responsibilities or a student pastor who has bern charged with engaging the hearts and minds of high school students, this book is a must-read."
-Bill Hybels, Senior pastor, Willow Creak Community Church

"A very practical resource for every biblical communicator who wants to go from good to great."
-Ed Young, Senior pastor, Fellowship Church, Grapevine, Texas

"To communicate effectively, you have to connect. Andy has been connecting with people for years, and now he's sharing his insights with the rest of us."
-Jeff Foxworthy, Comedian

Story Behind the Book

Andy Stanley and Lane Jones are on staff at one of America 's largest churches, North Point Community. Leaders of thousands of people, they regularly speak in front of large groups. They also listen to numerous

speakers and know the disastrous effects of a poorly delivered message. This book is the result of their efforts to make public speaking—one of the most common fear-inducing activities known to mankind—simple, easy, and even enjoyable, so that God's messages will readily produce the life-changing results they should.

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Reading can called brain hangout, why? Because if you find yourself reading a book particularly book entitled Communicating for a Change: Seven Keys to Irresistible Communication (North Point Resources) your mind will drift away trough every dimension, wandering in each and every aspect that maybe mysterious for but surely can be your mind friends. Imaging each word written in a reserve then become one application form conclusion and explanation that maybe you never get previous to. The Communicating for a Change: Seven Keys to Irresistible Communication (North Point Resources) giving you one more experience more than blown away the mind but also giving you useful facts for your better life in this particular era. So now let us demonstrate the relaxing pattern is your body and mind will probably be pleased when you are finished reading it, like winning a sport. Do you want to try this extraordinary wasting spare time activity?

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