

## **Communications – Part 2**

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### I. Problems of communication.

#### A. Audience observations:

1. The meaning of the words we use.
2. Honest evaluation.
  - a. Personal example: speaker's surgeon had to hurt him to help him.
  - b. A friend is one who will feed back reality to you and you will appreciate it.
3. Much of our communication assumes too much.
  - a. The best communicators of principles are those knew to them.
  - b. The hardest courses to teach of any courses are the introductory ones because they must relate to new people.
  - c. Every year that goes by we tend to get further from those that we are trying to communicate to at the ground level.
  - d. This problem calls for vicarious thinking—to hear things from the standpoint of someone who has heard it for the first time.
  - e. K.I.S.S.= Keep It Simple Stupid. It takes a real scholar to simplify things.
4. The problem of motivation.
  - a. Look most for infectious individuals.
  - b. We need both food and exercise to stay healthy—truth and application.
  - c. We need to give people the proper impression of Christianity as the society of the progressing rather than the perfect.
5. Lazy thinking.
  - a. Most of us do not think, we merely rearrange our prejudices.
  - b. Thinking is painful, but it is profitable.
  - c. If the average minister had to sell for a living they would starve to death; often times the minister is not successful because he is not used to working for the product.

6. Unsure what one wants to communicate.

- a. A matter of objectives.
- b. Every time you set an objective ask the question: what will have happened when I accomplish this objective? There must be a way of measuring it.
- c. A mist in the pulpit is a fog in the pew.

7. Levels of ability—background, experience, knowledge, etc.

- a. This forces you to be a tremendous student of the audience.
- b. Personalized ministry is needed because often one group is overshot while the next is undershot.
- c. Foundations must be established and built upon.
- d. Separate groupings need to be established for individuals based upon background.

9. Lack of evaluation.

- a. How to get feedback.
  - 1) Use a good wife or husband who is willing to be honest.
  - 2) Ask audience *what* they liked about the message, not just if they liked it.
  - 3) Encourage students to take some notes, so that they will ask questions.
    - a) Your response to a students question is far more important than your answer.
    - b) We do not have to have all the answers. Students will know that we do not know whether we attempt to answer the hard question or not.
- b. Reasons we do not receive feedback.
  - 1) There is too great a distance between us and our students.
  - 2) People have the wrong attitude.
    - a) Personal example of pastor who promoted an event where only a few people showed up. His attitude was centered on the lack of attendance rather than the presence of a few.

10. “Beating around the bush.”

- a. Let the messages speak—do not waste time on introductions.
- b. The church is already suffering from boredom.

11. Things do not stay fresh.

- a. Need new illustrations.
- b. Need personal experiences.
- c. Need new study.
  - 1) If you are not studying, you are going dead in the head.
  - 2) You need new study for tomorrow.
  - 3) Speaker has to ask God to get to him before he gets to his students in his study.
    - i. Material that is repeated can easily grow stale.
    - ii. We cannot afford to penalize students with our own self-centeredness.

12. Prejudice.

- a. Public image: what people think you are, not what you are—right or wrong.
- b. Before we communicate with people we must know the prejudices that encounter us.
- c. Prejudices that people have against your ministry:
  - 1) People think that you are overly pious.
  - 2) Un-teachable.
  - 3) Cultic group.
  - 4) Legalistic.
  - 5) Packaged thinking.
  - 6) Isolationist.
  - 7) Anti-church.
  - 8) Anti-higher education.

9) Out of touch.

10) Out doing the work of the church.

d. Sometimes these images are wrong; sometimes we project them.

e. We break down prejudices by effectively doing the work of the ministry and by being aware of the prejudices.

B. Homework: Matthew 18:1-20, Acts 25:1-35, Ephesians 4:1-16, 1 Corinthians 12.

1. What are the biblical principles of working with people in group relations?

2. Look for the process more than the product.

#### Application questions

1. What things do you find yourself assuming in your communication that ought to be remedied?

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2. What is the importance of evaluation? How can you implement evaluation of your communication in your own life and ministry?

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3. How does prejudice undermine the ministry? What prejudices have you encountered concerning your own ministry? How can you effectively address this? Explain.

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