

How to be An Effective Communicator

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14 Points of Effective Communication

1. **Connection to audience**
 - a. Were people engaged throughout the message?

2. **Connection to content**
 - a. Did speaker seem to have a clear grasp on the content, and were they passionate about it?

3. **Importance of content**
 - a. Did the content matter?

4. **Clarity of content**
 - a. Did the speaker clearly articulate the essential thrust of the message with clarity?

5. **Biblical usage**
 - a. Did the speaker use the Bible accurately and sufficiently? Did stories, verses, passages, hit the mark? Was it overused?

6. **“Isms”**
 - a. Did the speaker have anything that stuck out repetitively “um” “brothers and sisters”

7. **Sermon spice**
 - a. Did speaker use humor, stories, personal stories, history, illustrations, to make the sermon come alive

8. Communicators aura

- a. Did the speaker come across authentic, transparent, humble

9. Timeliness

- a. Did the speaker communicate concisely and in the the proper framework of time allotted

10. Dynamics

- a. Did the speaker utilize dynamics throughout the message to draw people in?

11. Setup

- a. Did the setup serve to connect to the audience and build tension towards the body of message

12. Body

- a. Did the body of the message engage and flow smoothly?

13. Ending

- a. Did the ending of message conclude the sermon well, apply it, and transition into ministry

14. Ministry

- a. Was the ministry following the message meaningful and handled well