A Look at *Communicating for a Change*

The best book on preparing to preach that I have read in the past few months is *Communicating For A Change: Seven Keys to Irresistible Communication* by Andy Stanley and Lane Jones.

Andy Stanley, son of Charles Stanley, is the pastor of North Point Community Church and two other satellite churches. More than 15,000 adults attend worship services at one of North Point's campuses in Atlanta, Georgia. Lane Jones works on the staff at Browns Bridge Community Church, a North Point Ministries campus.

The first half of the book is a parable written by Lane Jones about a pastor who knew he needed to upgrade his communication skills. For me, the “meat” of the book begins with the last half written by Andy Stanley. In this section, he outlines the seven “imperatives” that are the most critical in preparing the sermon.

The seven imperatives are: determine your goal, pick a point, create a map, internalize the message, engage your audience, find your voice, and start all over.

I like the way he summarizes his book with five key questions we need to ask when preparing a sermon:

1. What do they need to know? INFORMATION.
2. Why do they need to know it? MOTIVATION.
3. What do they need to do? APPLICATION.
4. Why do they need to do it? INSPIRATION.
5. How can I help them remember? REITERATION.

I would also encourage you to go online and listen to some of Andy Stanley’s sermons at:

[www.northpointresources.com](http://www.northpointresources.com)

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