



THE NCSY WAY

WEEK 4

COMMUNICATE TO CONNECT

Know your audience, connecting with teens and adults respectively in the way that resonates with them. Write and speak in a way that's clear and that others understand. Use the simplest possible explanations.

וְהַתּוֹרָה נִקְנִית בְּאַרְבָּעִים וּשְׁמֹנֶה
דְּבָרִים...בְּעֲרִיכַת שְׁפָתַיִם

“Torah is acquired through 48 means...
[and] proper speech”

MISHNA AVOS 6:6