

## Communication Retreat

### **Leader Notes:**

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1. There are two primary objectives for this retreat:
  - a. Develop their public communication skills
  - b. Develop their self-confidence
2. Familiarize yourself with the Communication Retreat **Preparation Guide**. (Page 3)  
This will also give you a big-picture overview of the retreat.
3. The guys usually get a little nervous about this topic. So put them at ease, but don't ease up on the assignments. They love it after they're done, and they really do grow.
4. The **Lesson** "Everyone Communicates" is designed to teach foundational communication principles.
5. The commercials are often hysterical. It is, however, more than just something fun to do, and considerable preparation is required to do a good job on the commercial. The purpose is to learn to communicate clearly and to the point in a short period of time. An outstanding resource book for you to get is titled *How To Get Your Point Across in 30 Seconds or Less* by Milo O. Frank

The commercials are *not evaluated*. Just listen, cheer, and have fun!

6. There isn't a lot of time for discussing both the **Application Guide** and the **Study Guide**, so one idea that has worked is to discuss some of it over dinner. Pick out the highlights of both and just cover what you have time for.
7. The 15–18 minute presentations are designed to help the men develop their delivery skills, not for perfection of content. Certainly, content is important; that is why they need to select a scripture they are very familiar with. Encourage them to practice several times before the retreat. Standing up to address a small group of men that are your "esteemed colleagues" can be intimidating. But the team spirit of encouragement is strong because the rest of the guys realize they'll speak soon!
8. Use the **Evaluation** form first as a tool to encourage and second to instruct. Be honest when giving constructive comments, but don't pick at the small stuff.

All the men fill out an **Evaluation** form on each other. Immediately after each man finishes his 15–18 minute talk, let him watch about three minutes of his talk on his smartphone. One suggestion: a minute, in the beginning, a minute in the middle, and a minute toward the end. While the pressure is watching a little of his talk, the

other guys are filling out the evaluations. This is followed by a few minutes to offer verbal feedback to the speaker, and last, hand him the written evaluations. Then move quickly on to the next speaker. This is an upbeat time; lots of clapping, cheering, and encouraging will happen. (Make sure it does!)

The 15–18 minute messages are the only presentations that are evaluated. The commercials are not evaluated.

9. Film each guy's sermon. Keep it simple. An iPhone works well. There will be an opportunity to watch about 2-3 minutes of his message. This immediate "game film" exercise is very valuable. Plus, his wife always wants to see it!
10. The "Communication — The Physical Element" is a handout you can give the guys or spend just a few minutes talking about the content. There won't be time for this at the retreat unless you just want to use a nugget or two in the evaluations.
11. **Special Project for Month 7:** *assign each man the **task of writing a letter to one or all (individually) of his children***. The purpose is to express one heartfelt 'life principle' that he wants his child to know and live. Then the dad shares the letter with his child and brings a copy to the next month's meeting. The letter needs to reflect the child's age and need not be long. (Between 300 and 750 words — 150 to 250 for preschoolers.)

If one of the guys doesn't have kids, here's one idea. Have them write a letter to their future son or daughter. Then, if a guy has really young kids, have them write it to their 16-year-old child and seal it in an envelope with instructions not to open it until then.

12. Hand out copies of *Point Man* by Steve Farrar and the **Application Guide**.

## Communication Retreat Preparation Guide

Here is a review of the "communication retreat" projects:

- A.** One 30-second "commercial" on any topic. (Important to hit 30 seconds.) They are often funny but don't have to be.
- B.** One 18-minute (maximum) "sermon" (15–18 minutes is the range).
  - 1.** Concentrate on delivery over the content. Select a Bible passage of your choice, but choose one that is very familiar to you. Don't select a scripture that you have to research or requires a great deal of explanation just for the listeners to understand. Instead, pick a straightforward passage that you have passion for. The focus of this exercise is more on communicating truth rather than discerning truth. Both are important, but we'll focus on the former. (We'll save exegesis and hermeneutics for another time!)
  - 2.** Prepare a note-taking outline for each of the guys.
  - 3.** Be sure to include the application in your presentation. In other words, what do you want the guys to do? How do you want their lives to change? What action are you attempting to bring about at the end of your presentation? Give practical "to-do's" as part of the application.
- C.** Read *Talk Like Ted* and complete the **Application Guide**.
- D.** Complete "The Art and Skill of Communication" **Study Guide**.

## Joshua's Men Communication Retreat Information Email

**Dates:** \_\_\_\_\_

**Location:** \_\_\_\_\_

**Time:** \_\_\_\_\_

**The retreat starts in the \_\_\_\_\_ at \_\_\_\_\_.**

**The retreat ends at \_\_\_\_\_ on \_\_\_\_\_.**

Give yourself plenty of time; you know, "Friday Traffic!" It's better to be early and have time to relax than come late and frazzled.

**Your Cost:** \_\_\_\_\_ payable to (church), which pays the remaining half of the cost (if applicable).

This includes your room (2 guys per room), dinner, continental breakfast, and buffet lunch. (Or whatever meal planning works for you.)

### **Preparation:**

1. One 30-second "commercial" on any topic.
2. One 18-minute (maximum) "sermon" (15–18 minutes is the range).
3. Read *Talk Like Ted* and complete the Application Guide.
4. Complete "The Art and Skill of Communication" Study Guide.

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**Most important, pray for God's blessing!**

## Communication Retreat Schedule

### Friday

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- 4:00 PM Arrival, Check-in, Chill
- 4:30 PM Welcome & Fun
- 4:45 PM Lesson - *"Everyone Communicates"*
- 5:30 PM Break
- 5:45 PM 30-second commercials
- 6:15 PM Dinner
- 7:30 PM Discussion of "The Art and Skill of Communication" **Study Guide** and "Talk Like Ted" **Application Guide**.
- 8:30 PM Speaker #1 \_\_\_\_\_
- 9:00 PM Speaker #2 \_\_\_\_\_
- 9:30 PM Speaker #3 \_\_\_\_\_

### Saturday

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- 9:00 AM Speaker #4 \_\_\_\_\_
- 9:30 AM Speaker #5 \_\_\_\_\_
- 10:00 AM Speaker #6 \_\_\_\_\_
- 10:30 AM Speaker #7 \_\_\_\_\_
- 11:00 AM *Break*
- 11:15 PM Speaker #8 \_\_\_\_\_
- 11:45 PM Prayer (and pack up)
- 12:00 PM Lunch
- 1:30-3:30 PM Optional group "play" time.

## Lesson

### Everyone Communicates!

(Not everyone communicates well)

*Speeches are like babies; easy to conceive but hard to deliver.*

*Larry Wilde*

*An intellectual is a man who takes more words than necessary to tell more than he knows.*

*Dwight D. Eisenhower*

*Don't speak unless you can improve on silence.*

*Calvin Coolidge*

Leaders communicate to make things happen.

To influence people for positive change.

- Business leaders communicate to add value and build their company!
- The president communicates in hopes of moving his agenda forward to make the country better.
- Your pastor communicates to advance the Kingdom through the church.
- Dad's communicate to lead their home well!

Let's talk about the practical aspects of:

#### **The Art of Communication**

1. Communication begins with the ability to **connect**

Connection is core to all leadership and central to communication.

Connection always begins at a heart level.

Human connection... not a talking head.

Let's talk about what it means to connect with your audience.

What builds connection?

- Authenticity, being real, being yourself (Are you self-aware) (Pretend)
- Light-hearted
- Closeness

What breaks the connection? (as the communicator)

- Self-Protection
- Intense
- Distance

Influence starts here.

You can't lead if you don't communicate.

You can't communicate if you don't connect.

2. Communication is enhanced by substantial **preparation**.

*Insert illustration*

**Confidence** and freedom come from preparation.

- Start with the **idea**
- Form the **outline**
- Develop the **content**
- Craft your **transitions**
- Add your **stories**

**Authority** comes from time with God.

Prayer!

3. Communication wins in your **delivery**.

- Know your **lane**

Your "lane" is where your communication skills rise to their fullest.

- Read the **room**

The size may vary, but the art is the same.

- Sales pitch to 5 people.
- Company speech to 50 employees.
- Sermon to 500 people at a campus.
- 8 guys on a retreat teaching a sermon in a hotel!

Are the people with you? (How do you know?)

What are the physical conditions of the room?

Let them breathe.

- Make them **think**

What is the tension that makes them wrestle?

What is the insight that helps them be more successful?

- Tell the **story**

Where's the heart, and where's the humor?

Make it personal.

Make it memorable. (An outline helps when there's a lot of content.)

- Land the **plane**

This is the moment of convergence.

This is the moment that captures why you are teaching.

If a pilot makes a perfect set of flight plans, takes off beautifully, arrives at the prescribed destination, even on time, but just circles the airport, he doesn't get the job done.

If he crashes into the airport... that's even worse!

The wheels need to touch down in the right way, at the right place, and at the right time. It takes PRACTICE. It's the same with your message.

It's not that the landing trumps the entire trip (all the content) ... but kind of!

Arriving at International airports many times after a perfect flight, even landing early, only to hear, "We don't have a gate ready, we'll have to park out here for a while...."

What do the people remember?

The perfect flight, or that we sat there on the tarmac for 15 minutes waiting for a gate to open?

This is the leadership moment.

This is what you've been asking the Holy Spirit to do.

- What is the point of the message?
- What do you want each person to **know**?
- What do you want each person to **do**?

- a. Know your **destination**.
- Know exactly where you are going.
  - Don't change your mind mid-flight.
  - Put the brakes on. STOP.
- b. Don't **hesitate**.

**Strength** and **confidence** are needed in the close; you are in charge.

If the people who are listening don't think you are confident about the message or the ask, they won't be either.

- c. Keep the **nose up**.

Ever watch a big jet landing... the front wheels touch last... the nose of the plane is up....

- Stay positive.
- Bring hope.
- Help the people believe they can.

I've given you lots to know and do.

Summary:

- Connection is essential.
- Prepare, prepare, prepare.
- Practice your delivery.

Your skill in communication can change your life and the lives of others.

## **Application Guide**

### **Talk Like Ted**

*Carmine Gallo*

#### **Part I Emotional (Touch the heart)**

1. Unleash the Master Within

Passion matters. You can't inspire others unless you are inspired yourself.

Q. How do you cultivate and sustain your own personal inspiration?

2. Master the Art of Storytelling

You simply cannot persuade by content and logic alone.

Q. What constitutes a well-told story?

3. Have a Conversation

Master your content and make it like a conversation.

Q. What are the key elements to make your talk like a conversation?

**Part II Novel (Teach me something new)**

4. Teach Me Something New

Deliver the content, some known and some new, but always with a new angle, twist or insight.

Q. Why is it important to deliver the content in new, fresh, relevant ways?

5. Deliver Jaw-Dropping Moments

A "holy smokes" jaw-dropping moment need not be large or fancy, but remember, the brain does not pay attention to boring things.

Q. Give 3 examples either from this chapter or talks you've heard of a memorable "jaw-dropping" moment.

6. Lighten up

The brain loves humor and lightheartedness. Humor lowers defenses and makes the audience more receptive. Don't try to be funny, and don't tell jokes. Just deliver light moments that bring a smile to you.

Q. Which 2 of the 5 ways listed in this chapter to help you deliver just the right amount of humor appeal the most to you and why?

**Part III Memorable (Present content in a way that the hearer never forgets)**

7. Stick to the 18-Minute Rule

If you must speak longer than 18 minutes, build in soft breaks with stories, videos, demonstrations, etc., every 10 minutes.)

Q. Why is a shorter talk always better than a longer talk?

8. Paint a Mental Picture with Multisensory Experiences

Anything visual will enhance your talk.

Q. What is your favorite "visual" you've seen PK use in a sermon?

9. Stay in Your Lane

Be authentic, open, and transparent.

Q. What are 1-2 practical ways you can connect with your audience at a heart level?

## **Study Guide**

### **The Art and Skill of Communication**

1. What value do you see in developing your skills as a public communicator?
2. On a scale of 1–10, 1= Calm and relaxed, 10= Full cardiac arrest, how do you feel about standing in front of people making a "speech"?

1      2      3      4      5      6      7      8      9      10

3. Which is more important, content or delivery? Why?
4. In your opinion, what makes a communicator effective?
5. Which is more important, preparing the message or preparing the messenger?  
Why?
6. What things "bug" or annoy you when you listen to a speaker that isn't doing a good job?
7. Name a few of your favorite "speakers" and tell why you like them.

# Joshua's Men Communication Retreat Speaker's Growth Form

Speaker's Name: \_\_\_\_\_

- 1. The main point of the message was:
- 2. What helped you hear the message?

Keep in mind:

- Conviction
- Compassion
- Creativity
- Clarity
- Connection

What hindered you in hearing the message?

Keep in mind:

- Voice variance
- Tone of voice
- Pacing
- Eye contact
- Body language
- Energy

- 3. Overall rating of the message (circle one):

- "More! More!" Bravo!
- "Memorable"
- "Interesting"
- "Okay"
- "Your next one is sure to be better!"

And Special Skills:

- Storytelling
- Holding Attention
- Humor

Your name: \_\_\_\_\_

## Communication – The Physical Elements

*86 percent of communication is visual...so learn this well.*

### I. Your Voice

#### A. Level Up

- Speak to the person furthest away.

#### B. Speed Down

- Clarity

#### C. Pauses can be golden

- Do what makes the audience comfortable

### II. Your Body

#### A. Weight evenly distributed on both feet.

Don't slump (feet are shoulder distance apart).

#### B. Look before you walk.

#### C. Don't twist your body.

#### D. Lectern: the purpose is to hold your notes, not you!

#### E. The eyes

##### 1. "Eye-to-eye principle;" never speak without a "pair of eyes."

- Not to the wall, floor, or clock in the back of the room.
- a. Eliminates distractions and reduces pressure.
  - When you scan, you take in all colors, shapes, and sizes distracts your mind.
- b. Easier to concentrate and maximize your thinking ability.
  - Looking straight at somebody

- c. It's more personal.
  - d. Controls nervousness.
  - e. Keeps you from scanning — sweeping
2. Pay attention to the audience — "read them" with your eyes.
  3. Finish one thought with one person.
    - "Five seconds"
    - "No one else in the room"
    - "I to him," not "I to them."

### **III. Your Gestures**

- A.** Move with a sense of natural freedom.
- B.** Most are not animated enough
- C.** Don't walk off energy.
  - a. Harness nervousness as positive energy — concentrate
  - b. If nervous, stand still
- D.** Two arms are better than one.
- E.** Avoid the telephone booth syndrome.
- F.** SMILE!
- G.** Use definite (firm), complete gestures.