



Speaker Training

GLOBAL TRAINING MANUAL



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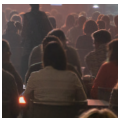

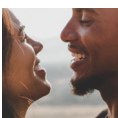

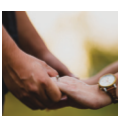



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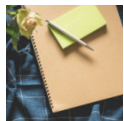
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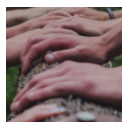
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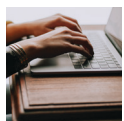
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INTRODUCTION: THE IMPORTANCE OF QUALITY SPEAKERS

Developing quality speakers is a critical aspect of expanding a ministry of FamilyLife. The speaking style we train and encourage for FamilyLife speakers emphasizes humor and personal illustrations, including sharing our mistakes and weaknesses. This style can set our events apart from a church service and ultimately help us to reach a younger and more secular audience. Someone has said that “Our personal illustrations are what God uses to touch hearts, and the jokes we tell bring in next year’s audience.”

We encourage couples to speak together as a team. Speaking as a couple demonstrates teamwork between a husband and wife that will be remembered long after our words are forgotten.

The quality of speakers will affect the finances of that FamilyLife national ministry. For a ministry to prosper, we need speakers good enough so that couples will pay to hear them. This can enable us to break even or hopefully make money on our events. When events consistently lose money, the ministry cannot expand. Potential donors frequently evaluate a ministry by the quality of the speakers. They will be more willing to invest in your ministry if the speakers made them laugh and told stories that touched their hearts.

EVENTS NEEDING FAMILYLIFE SPEAKERS

There are three types of FamilyLife events. An exposure event is an opportunity for a FamilyLife speaker to present material that “exposes” the audience to biblical principles related to marriage and family. A training event provides the fuel for the fire that will spread a ministry. Major events are a full day or longer and typically are intended for larger audiences.

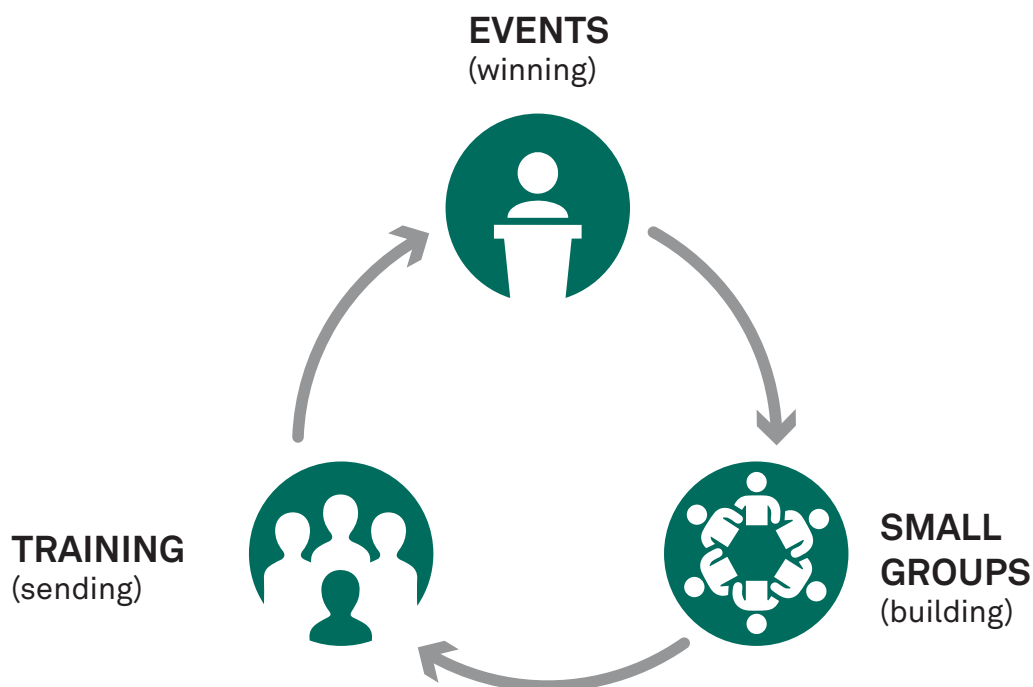
- **Exposure Events**—Typically one day or less
- **Training Events**—One hour to a week
- **Major Events**—Typically one day or more

New speakers receiving training are encouraged to start by conducting Exposure Events. This training is primarily designed for less experienced couples conducting the Exposure Events and Training Events. The material in this manual will also help to transition speakers to do Major Events such as FamilyLife’s Weekend to Remember getaway in an international setting. Whatever the situation, Speaker Training should help to improve the ability of couples conducting any of the event types and even non-FamilyLife events.

Below are FamilyLife’s “Speaking Guidelines.” This form is a good summary of the speaking qualities we will cover in Speaker Training.

FIRST PRIORITY	SECOND PRIORITY	THIRD PRIORITY
<ul style="list-style-type: none"> • Biblical Content • Connection • Illustrations • Humor • Timing • Husband/Wife Team 	<ul style="list-style-type: none"> • Eye Contact • Body Language and Gestures • Voice 	<ul style="list-style-type: none"> • Notes and Visual Aids • Dress/Appearance • Teamwork

WIN, BUILD, SEND



Jesus modeled what we call a win-build-send ministry. The circle diagram shows a basic simplified form. Speaking is a critical component in each of these steps. In Jesus' ministry, win-build-send was a continuous process. This is what Jesus' disciples knew to do when he gave them the Great Commission in Matthew 28:19-20.

A NOTE ON MINISTRY AS A SINGLE

We encourage couples to do marriage and family ministry together because it provides a visible demonstration of the power of teamwork in marriage. However, we realize that some individuals (married or single) may choose to develop a ministry to families on their own. If this applies to you, we affirm and appreciate your contribution to the Kingdom of God. Although our training manuals are worded to address couples who are doing ministry together, please adapt and apply the material to fit your situation



CONTENT

CONSIDER POTENTIAL OUTLINES FOR FAMILYLIFE EVENTS

FamilyLife has a range of content options that could be used in a variety of events. Consider your target audience, and choose a conference, seminar, or talk that would best fit their needs. If you are developing an individual talk for an exposure event, the talk will need an introduction that will connect quickly with the audience as well as a point of action for the conclusion. Here are the outlines FamilyLife Global can provide:



Weekend to Remember

The full weekend FamilyLife conference is a major event originally designed for a US audience in a hotel setting. Global recommends that smaller ministries use a pre-2020 version of the WTR manual, which doesn't require a sophisticated audio and video setup. Copies of pre-2020 manuals can be obtained through Global. The 2012 version in particular has worked



PARTICIPANT OBJECTIVES:

- Know sources for FamilyLife messages.
- Understand the benefits of using established outlines.



WEEKEND TO REMEMBER 2012

- Why marriages fail
- Can we talk?
- Unlocking the mystery of marriage
- From how to wow
- What every marriage needs
- We fight too
- Marriage after dark
- Woman to woman
- Man to man
- Leaving a Legacy

well in several countries outside the US. The WTR is FamilyLife's most thorough presentation of a biblical plan for marriage.

Couples Relationship Seminar (CRS)

This event is designed for married or cohabiting couples who have little prior knowledge of the Bible. Session 4 is directly evangelistic using The Four Spiritual Laws to share Christ. But even church couples enjoy this one-day seminar containing less than four hours of lecture plus projects. This format has been particularly effective for recruiting couples to participate in small groups afterwards.

The CRS talks are arranged to be in an ascending level of understanding and commitment. However, any of these talks can be used alone. This makes them valuable in shorter, perhaps one- or two-hour, events. A full text is available to help beginning speakers.



Art of Marriage

The Art of Marriage is available as a Friday night/Saturday video event. It can also be conducted over six days.

The Art of Marriage video event is designed for hosting locally in a church, community, or home setting. The six engaging video sessions are interspersed

with projects for couples to complete to reinforce lessons. A Host Guide provides complete instructions for planning, promoting, and hosting the event while on-screen prompts and project countdowns guide the video viewing.

Art of Marriage's effectiveness can be greatly enhanced if the hosts are willing to share some examples from their own marriages before or after the video and engage the participants with discussion questions. A small-group version of Art of Marriage is also available.

Art of Marriage Connect studies

FamilyLife's AOM Connect studies can also be used effectively as a source for exposure event speaking outlines. An exposure event can be constructed entirely from a single study guide.

Art of Parenting

FamilyLife's Art of Parenting is an eight-session video-based event that can be conducted similar to Art of Marriage. Whether used for a weekend parenting retreat or as a weekly small-group study, topics such as character, discipline, identity, and mission will encourage and equip parents to strive for a God-centered family.

Before You Leap

Before You Leap is a full-day seminar designed for individuals who are hoping to be married someday. The title, which comes from the phrase "look before you leap," presents a biblical perspective to help singles prepare themselves for marriage and navigate various aspects of a dating relationship. It helps participants answer questions like, "Is everything I hear about marriage true?", "Am I ready for marriage?", and "What about sex?" This seminar can be used in a variety of settings including campus outreaches.

Ultimately, it is God's principles from the Bible that change lives. Therefore, it is critical that our talks include meaningful materials from God's Word. We recommend that speakers use the outlines we have already created for FamilyLife events listed here. These outlines have already proven to be effective, well organized, and easy to understand. With some personal illustrations, a new speaker can develop a quality talk in a short amount of time.

A FAMILYLIFE EVENT FORMAT HAS SEVERAL ADVANTAGES:

- Its clear message is based on God's Word.
- It dramatizes and esteems God's design for families.
- It is a quality, non-threatening, attractive event for Christians and non-Christians.
- Its brevity allows couples to move quickly from knowledge to application and hastens life changes.
- The group setting creates an encouraging, positive atmosphere in which to learn.
- It offers an excellent opportunity to challenge people to further involvement.
- It can serve as a catalyst for other ministries, such as campus, professional, or community-based ministries.
- Much of the event can be directed and implemented by laymen who see this as their personal ministry.

EVENT SESSIONS ARE DESIGNED IN A SPECIFIC ORDER TO:

- Deal with real life situations in marriage.
- Identify problem areas common to most marriages.
- Introduce God's principles on marriage and relationships.
- Clearly explain how to know Christ and live in the power of the Holy Spirit.
- Make practical suggestions on how to apply God's principles.
- Provide time for couples to make specific application in their lives.
- Challenge couples to grow as individuals, as couples, and to reach out to their world for Christ.
- Lay a foundation for follow-up and ongoing growth through small-group studies.

However, nearly any talk can be used alone; for example, during a church service. Speakers are encouraged to practice the individual talks whenever possible. This can greatly improve the effectiveness of a multi-talk event.

DELIVERING THE MATERIAL

Unlike most speaking situations, at FamilyLife events speakers are given an outline and expected to follow it. Our speakers represent FamilyLife and Campus Crusade for Christ International (CCCI, or Cru, as it's called in the US), not themselves. The outline can keep the speakers on track and ensure that the most important principles are covered. The common content gives a continuity of message between different events and speakers necessary to build a ministry. Guests can come to the same event year after year with new speakers. The basic principles are reinforced, but sound different because of different illustrations and humor.

- Cover the material in the outline.
- Do not skip or gloss over material.
- Don't steal from the following sessions.
- Avoid religious vocabulary.
- Avoid over-praying with the audience, especially during outreach events.

QUESTIONS FROM THE PARTICIPANTS

We strongly recommend that you do not do a question-and-answer time by accepting verbal questions from the audience. Written questions submitted beforehand give the speakers some control and don't give a platform to anyone seeking controversy.

SUMMARY

FamilyLife outlines are proven effective to impact lives. Several options are available through the FamilyLife Global Resourcing department (global@familylife.com).

Activity ¹

1. **As an individual**, look over the sources of FamilyLife talks.
2. **As a group**, discuss and list the advantages of following the outlines provided by FamilyLife.
3. **Discuss** each of the event outlines listed. What specific situations could they fit?



AUDIENCE CONNECTION

Preparation, Understanding the Audience, Overcoming Barriers

PREPARATION

Most audiences at FamilyLife events will not know the speakers well. Many audiences will be skeptical. Therefore, FamilyLife speakers must establish credibility and a level of trust between themselves and the audience as quickly as possible. With this credibility and trust, the audience will be more receptive to the biblical principles the speakers share.

BEFORE THE EVENT:

- If possible, arrange the facility before the guests arrive.
 - Seat the audience close to each other and close to the speakers.
 - Rearrange the seats if needed. Take away seats if necessary.
- Select a room size to match the anticipated audience.
- Move the speaking position close to the audience.
- Greet the guests warmly and personally as they arrive.
 - Stand by the entrance, shaking hands.



PARTICIPANT OBJECTIVES:

- Understand the importance of and methods for establishing a connection with the audience.
- Know and identify barriers which could separate a speaker from the audience.

- Ask a few simple questions as you greet the guests.
Is this your first FamilyLife seminar?
Do you have children?
Do you attend church here?
 - Pray an hour early, but not as the guests are arriving.
 - Reassure and relax the key people before the event.
 - Your hosts
 - Your spouse
 - Yourself
 - Don't allow long delays at the beginning.
-

AS YOU BEGIN:

- Introduce yourself with some “small talk” to make the conference guests comfortable.
 - Where appropriate, show them this is not a church worship service.
- Mention any commonalities. This could include any way you relate to the conference city, such as similarities with your home city or if you have visited there previously.
- Let the audience get to know you right away (but keep it brief).
 - Tell a story about yourself, perhaps how you met.
 - Show pictures and introduce your children.
 - Describe your background.



- Speak well of the audience to the audience.

“The most important thing the audience thinks is what the speaker thinks about them.” –TIM DOWNS

- Move away from the podium and approach the audience (but don’t walk behind anyone in the audience). Have a little fun with them.
 - Give away a few gifts.
 - Throw some candy (however, take care to ask the hosts how this will be taken by the local audience.)
- Speak as a couple, if possible
 - Internationally, we encourage couples to speak together. This will allow you to connect with a lot of people, especially women. Most important, speaking as a couple demonstrates a husband and wife working as a team—an example that will be remembered long after our words are forgotten. This is an unmistakable opportunity for us to demonstrate the relationship between Christ and His church.
- Make some promises about the conference:
 - If you’re conducting a WTR or equivalent event, share that they will hear 1) how the culture and misconceptions about marriage lead to isolation, 2) how to enhance communication skills, 3) ways to move a relationship toward oneness.
 - Tell them what it can do for marriages. Remind them that conferences do not change lives or marriages. Conferences provide an atmosphere to listen, learn, and apply. But the application of truth changes lives and marriages.
 - Be specific in three to five benefits they can expect from the event.

UNDERSTANDING THE AUDIENCE

Who are they?

1. What do you know about them?

- Their beliefs (worldview)?
- Their values?
- Their expectations?
- Their fears?
- Their circumstances?

2. How could you understand them better?

- To whom could you go and ask for insights and observations about this group?
- What research could you do to learn about them?
What books could you read?

3. What types of humor do they like or dislike?

Concerning the event, what do they think will happen to them?

1. What will help them stay?

- If it is fun and non-threatening. But do not make light of sin or disobedience to God!
- If you provide comfort and encouragement when you deal with difficult things they may not want to hear.
- If you promise them that they will learn how to practically apply these principles.
- If you do not scold or judge them.

What will make them leave mentally/emotionally, or even physically?

1. They are uncomfortable or think the speaker is not interested in them.
2. They feel inconvenienced.
3. They feel “I cannot handle this” or “I do not want to hear this.”

How can you make them feel “at home,” at ease, welcomed?

Make references that show you know them and their area or home, their history, etc.

Where do we need to be gentle with them?

Where they have failed or fallen short; remind them it is a life-long learning process.

- Remind them that God’s forgiveness and the Holy Spirit’s power is available.
- Dads and moms need to know it is not too late to start!

WHAT CULTURAL ADAPTATIONS NEED TO BE MADE?

- If you, as the speaker, are from another culture, race, or nationality, what presumptions or misconceptions might have to be overcome? What adaptations will need to be made to communicate effectively to them?
- What are some issues that you need to avoid or handle carefully? For example, the term “submission” in some cultures has very negative connotations.

Understanding the Audience; Adjusting Vocabulary

An important point of understanding is learning to adjust your vocabulary to fit the audience. Many words and expressions used in churches make more sense to Christians than they do to nonbelievers. Think of your audience before using Christian jargon such as born again, anointed, moved by the Spirit, etc.

SUMMARY:

Speaker effectiveness is dependent on the relationship the speakers make with the group. Steps taken before the event can help connection later. Identifying and avoiding obstacles is key to good communication.

Activity 2

Answer the following questions as a group.

1. Why is it important for a speaker to make a connection with the audience?
2. What are some effective methods you have observed where a speaker made a strong connection with the audience?
3. What are some obstacles you have observed that prevented effective communication by a speaker to an audience?
4. How have you seen speakers adjust, or not adjust, to these obstacles?



ILLUSTRATIONS

GIVING EFFECTIVE ILLUSTRATIONS

We train and encourage FamilyLife speakers to use a style that emphasizes the use of illustrations, especially personal stories that include our mistakes and weaknesses. Using personal stories allows individuals in the audience to see themselves in the speaker's experiences and then apply the lessons to their own lives. Being honest in our own failures prevents us from setting such a high standard that makes the audience feel they can never achieve it. This style also can set our events apart from a church sermon and ultimately helps us to reach a younger and more secular audience.



PARTICIPANT OBJECTIVES:

- Understand the importance of using effective illustrations.
 - Know how to find and tell meaningful stories.
-

TYPES OF ILLUSTRATIONS

- Personal stories (share your own failures or weaknesses, not your spouse's)
- An incident or situation you observed (make certain of accuracy)
- Something that happened to a friend or acquaintance
- Bible stories (tell it, don't read it)
- Quotation from a source (if possible, read from and show the source)
- A humorous story or joke

THE TEN COMMANDMENTS OF ILLUSTRATIONS:

1. When using illustrations and statistics, always be sure of their accuracy.
2. When using quotes, read from the primary source, and let your audience see it is the original. This gives the quote authenticity, and you, credibility.
3. Use illustrations that have direct application to the primary principle and subject of the session. They need to fit the story! If an illustration needs to be explained, it is not a good illustration. Keep illustrations relevant and to the point.
4. Use proportional illustrations: Use a brief illustration for a small point, larger for a more major point.
5. Be inoffensive. Do not use inappropriate, suggestive, sarcastic, or ethnic illustrations or terms.
6. If you use someone else's illustration or story, give them credit. If you tell the story "on" or "about" someone, get their permission first.
7. When sharing personal things, share strengths and weaknesses. Always elevate your mate (don't share stories that are critical of your spouse). Do not sound prideful. Don't criticize yourself, either. The audience needs a positive example that will build hope!
8. Don't use illustrations to jerk people from one emotion to another quickly. Move their emotions gradually.
9. Do not use too many parenting illustrations in a marriage event. Remember: there may be childless couples.
10. Keep an illustration file: Look, listen, and read for illustrations, and file them.

ADDING ILLUSTRATIONS, STORIES, AND HUMOR INTO OUR TALK IS HARD WORK...

... BUT IT'S WORTH IT!



The basic
FamilyLife
conference outline



Adding illustrations,
humor, and stories
so that biblical
principles are
brought to life



The end result is a
culturally relevant
and biblical
message that God
will use to reach
families around the
world

REASONS FOR STORYTELLING

1. Jesus used many, many stories.
2. The audience will remember the stories long after they have forgotten everything else you said.
3. Flexibility is the indication of a truly competent speaker. Stories are the key to being flexible.
4. Stories clarify and bring life to the point you hope to make.

5. Stories give you opportunities to use unique humor.
 6. Stories give you opportunities to be transparent.
 7. Stories vary the energy level of the presentation, capture the audience's attention, and give the listeners confidence in the speaker.
-

WHERE TO FIND PERSONAL STORIES

1. A funny experience you and your spouse had together.
 2. A lesson you learned together.
 3. An argument you had.
 4. The stories you tell at social occasions.
 5. A dramatic event you experienced together.
-

TIPS FOR EFFECTIVE STORYTELLING

1. Stories in a talk can be a few seconds to five minutes.
2. Be sure your story is accurate and believable.
3. Stories can come from many sources.
4. Illustrate both good and wrong behavior in your stories.
5. Act out your story to improve the audience's understanding (and to add humor).

6. The story must have a point important to the audience, not just to you.
 7. Stories should invoke an emotion in the audience.
 8. Finish the story.
-

TRAITS OF BAD STORIES

1. Too many details
2. Unfinished or unresolved
3. Too long (Jesus' recorded stories are all under 500 words)
4. Pointless



Activity 3.1

Personal Illustrations

Part I (20 minutes)

1. As a couple, brainstorm for at least 25 ideas for stories or personal illustrations you could use in an exposure talk.

Part 2 (30 minutes)

1. Form groups of 4-6 couples. Share one of your stories in a small group.
2. **(Individual couples assignment)** Each couple take a FamilyLife principle and write up a five-minute talk using one of your personal illustrations or stories. Arrange a time to present these talks to the group.

THE PERSONAL TESTIMONY (REF ACTS 26:1-23):

A personal testimony about your relationship with God is a great illustration to develop. Not only can you use it in many situations, but it is a model for other illustrations to follow.

A personal testimony is an explanation of the circumstances surrounding your conversion and the changes Christ has produced in your life. Once you have mastered it, your testimony will be very effective in a Bible study group setting. A well-designed testimony of two to three minutes will seem a natural part of group dynamics. Few people will feel like they have been “witnessed” to.

Preparing and sharing your own testimony can be your best evangelistic tool. It will personalize the gospel by showing its reality in a person’s life in a manner that cannot be refuted or argued. You are an authority on what God has done for you. Your testimony will also help you develop a clearer understanding of how God brought you to Himself and equip you to communicate that in a clear, concise way.

The clear organization and mastering of one’s personal testimony is vital. The Scripture gives an example of an effective evangelistic testimony by Paul in Acts 26:1-23. Notice the simple outline Paul uses. “Life Before Christ,” “How I Met Christ,” and “Life After Christ.” Although everybody’s testimony won’t be as dramatic as Paul’s, everybody’s testimony should contain these three elements.

Example Evangelistic Testimony

Everyone said I was a good kid. I made good grades, went to Sunday school, and said, “Yes, Sir” and “No, Ma’am” to my elders. I went away to college and things were about the same. I was on the dean’s list, had a car, a job, and a girlfriend. Everyone said I had it made. But inside I knew different. For one thing, I lay awake at night wondering what would happen to me when I died. I had a terrible temper and would throw and break things when everything didn’t go my way. Worst of all, I had a tendency to use people to get what I wanted. As a result, I didn’t have any real friends, only acquaintances.

A guy I had gone to high school with invited me to attend a Bible study. The point of the study was “How to know you are a Christian.” One part I remember was 1 John 5:11-13: “And this is the testimony: God has given us eternal life, and this life is in his Son. Whoever has the Son has life;

whoever does not have the Son of God does not have life. I write these things to you who believe in the name of the Son of God so that you may know that you have eternal life.” I knew that I didn’t have either Jesus Christ or eternal life. Previously, I had a vague idea that God had a balance scale in heaven. He would put the good things I had done on one side and the bad things on the other. Whichever way it went would determine the way I would go. But I couldn’t know which way that was until I got there. I started to ask a lot of questions. I asked, “Where did Cain get his wife?” and “How did Noah get all the animals on the ark?” I never got all the answers, but I became convinced by the character of the Bible study leaders that Jesus Christ is real and that He could change my life.

One night in the privacy of my dorm room I prayed a prayer something like this: “Jesus, I know I have sinned against You. Thank You for dying on the cross for my sins. Please come into my life to be my Lord and Savior. Make me the kind of person you want me to be.” And immediately I felt ... nothing. I didn’t feel any different. But I knew that Jesus would keep His promise and had come into my life. Very soon my life started to change. First, I didn’t have to worry about what would happen to me when I died. Then I learned to trust Him in many situations, and my temper improved. Finally, He taught me how to really care for other people, and soon I had the kind of friends I’d always wanted. I’m still a long way from being Mr. Perfect. And I never will be. But I know that everything I have, everything I am, and everything I ever will be, I owe to what my Lord Jesus Christ has done for me.

Drew Coons, Port Orchard, WA

Question: What if I came to Christ as a child? How do I write my testimony then?

Sometimes it is a little harder for someone who came to Christ as a child to have the same three elements that we stated earlier. Their “life before” from an outward perspective really wasn’t that much different from their “life after.”

Some people may simply share in the “life before” section that they had a clear understanding of right and wrong and knew, even at a young age, that they were drawn to doing things their own selfish way. They were clearly aware of when they made a choice to do something wrong.

Others may share in the “life before” and “life after” section that although their life didn’t change much as a child, there was a point as an adult when they realized they had

moved away from God's principles. They felt the need to "rededicate" their lives to the Lord. Remember that your main objective is to communicate your testimony in such a way that others will know how to trust Christ.

Let the redeemed of the Lord tell their story. (PSALM 107:2)

IMMEDIATE FOLLOW UP

Immediately after praying, assure those who prayed silently that if they meant it, Jesus has kept His promise to enter their life. Caution them to not depend on feelings. Encourage those who may have prayed to make that decision public by telling someone, especially their mate and their pastor.

You should encourage everybody to join a FamilyLife small-group Bible study, which provides excellent follow up for those who receive Christ. When using small-group studies intentionally for salvation follow up, *Growing Together in Christ* is the most applicable. But new believers will benefit from any of the studies. Leave issues like Baptism and church membership to be explained by the host church at a later time.

SUMMARY

God uses illustrations to make the biblical principles real. Effective storytelling follows Jesus' example and has the potential to change lives. A three-minute salvation testimony is a great tool and a practice exercise.

Activity 3.2

How to Initiate your Personal Testimony (Ref Acts 26:1-23):

The following outline will help you organize your thoughts. Remember that your main objective is to communicate your testimony in such a way that others will know how to trust Christ. If possible, try to build your testimony around a single theme of how Christ has changed your life. For example, how your selfishness, your personal goals, or relationships with others have changed.

My Life Before I Received Christ

In giving a testimony, remember that most people will relate to your thought patterns, attitudes, and misconceptions more than they will your actions. Be sure not to leave them out. Begin your testimony with an attention-getting statement, question, or story. If you came to Christ at a very early age, you may wish to emphasize what your life could have been like or draw from experiences when you may have strayed. Do not share details about graphic sins such as sexual immorality. But emphasize the attitudes and root causes of sin, such as pride or selfishness.

My Conversion Experience

Relate what happened in your life that changed your thoughts, attitudes, or misconceptions about Christianity. Be specific about what you did to receive Christ. What you did is more important than when or where you did it. You could include one verse that is meaningful and relates to your testimony.

My Life after Receiving Christ

Explain the changes that took place, again being specific. Be sure that the changes you communicate relate to attitudes and actions mentioned in your “Before I Received Christ” section. Briefly explain what your relationship with Christ means to you now.



HUMOR

INCLUDING HUMOR

Humor is very important in FamilyLife events. Anytime you can use humor in your talks, you'll help to enhance the quality of your event. Every people group in the world wants to laugh and enjoy themselves. When people laugh and enjoy the event, they are more ready to receive and apply the principles that they hear.

Humor can also help to grow the size of audiences. If an event establishes a reputation for being humorous and fun, then people will tell their friends about it and bring them to future events.

In using humor, one of the most important things to do is to prepare. You'll see wonderful speakers who seem to ad-lib funny lines right off the top of their head. But the truth is, most of their humor is scripted—even the parts that you may think are ad-libbed. If you have seen some of the best speakers give the same talk several times, you see them appear to think of the same thing, at the same time in the talk, every time! Nearly everything is planned, but it's planned in such a way to make it look natural. So we can script our humor, if we prepare in advance. This means that even non-funny people can give a humorous talk with the proper preparation.

If you just depend on unrehearsed ad-libs to try to make your audience laugh, you're almost guaranteed to fail. Some people say they get plenty of ad-lib laughs speaking to an audience. That is usually with an audience that already



PARTICIPANT OBJECTIVES:

- See how using humor is important to establishing a FamilyLife style and reputation.
- Know the basics of using humor.

knows them. There's a difference in speaking to an audience that loves you and knows you like your congregation, versus speaking to an audience that has come with a "show me" attitude to a FamilyLife event.

Many of the people who come to a FamilyLife event are not sure they want to be there, and they are uncomfortable because the Holy Spirit is dealing with sin in their lives. So they may not be as warm and receptive as a congregation might be to a pastor. You need to have scripted, prepared humor so that you can help to get the audience laughing. Then when you do think of some ad-libs they will go over better; write down those lines to script into your talk for future deliveries. You will be surprised at how funny you can be if you develop a repertoire of things that you know can get a laugh.

The most important tip about effective humor is that you must relax and set a mood in which the audience will respond.

TYPES OF HUMOR

Story Jokes

The easiest type of humor to start with is story jokes. They might start, "There was a barber who..." or "Three people were traveling on a long trip and..."

A speaker couple who were presenting a FamilyLife conference in Romania had been told the Romanians were serious people and they wouldn't laugh at jokes. But the speakers thought they would give it a try. They started telling some story jokes and the people just laughed and laughed and laughed. On one occasion the speakers told a joke, and when they delivered the punch line through a translator, they didn't hear a thing from the audience. So they turned around to find the translator laughing so hard he couldn't deliver the punch line.

Story jokes are a great way to start a talk and get an audience's attention. They help to get the audience laughing and in the right mood. Then when you use other humor that's more sophisticated, the audience will respond well.

Here's a suggestion: build a talk around three good story jokes. The story jokes may only take a minute or two, but they can serve as a focal point to get the audience laughing.

Then don't hesitate to insert your personal humorous stories.

Ham Humor

Ham humor is when you act out your stories using big, exaggerated gestures and facial expressions. Many speakers aren't comfortable doing this. They're just too self-conscious. But remember, it's not how you feel that counts but how the audience responds to you. What the audience will see is that you are trying your best to relate to them. They will appreciate it. You'll be surprised at how they laugh.

A Western speaker couple presented a marriage conference for some Chinese couples. The Chinese couples had very little experience with Western culture. Many of the quips and funny lines didn't work because the audience had no idea what the speakers were talking about. But when the speakers acted out a story, the couples loved it. They roared with laughter. Because the speakers were able to use some ham humor, the audience became more receptive to what the speakers had to teach them about biblical families.

A special type of ham humor is for the speaker to reflect embarrassment. Some talented speakers actually plan "mistakes" in their presentation. Then when they make a "mistake," they act embarrassed. The crowd loves it, and the speakers gain a tremendous rapport with the audience. Sometimes a speaker may ask the audience for input on a point, perhaps in an intimacy section. Then when someone in the audience responds, the speaker acts embarrassed at a response (he hams it up). Sometimes one speaker tells a revealing story on himself, then the spouse acts embarrassed. If you have built a rapport with the audience, they are likely to



roar with laughter.

Stories that reflect your own fallibility

Start to tell a story about your life: a lesson you've learned, a mistake that you have made. Then end with an example that shows a time when you did something that was not very smart. The audience will laugh with you, if you can laugh at yourself. One of the things you can do when speaking as a husband/wife team is have your spouse laugh at the parts where you're trying to be funny. It will cue the audience to laugh as well. If your wife laughs when you're telling a story, then the audience will laugh because they'll see that it's okay.

Telling stories about your life will not only help the audience to laugh, but it will also help you establish a bond with them. Because you've shared about areas of your life where you've made mistakes, they'll consider their own mistakes. They'll identify with what you say. And you'll entertain them as well. Remember that when you start to tell a story like this, you should only tell stories that reflect on yourself. Never tell stories where the audience laughs at something that your spouse did. If it's a good story that must be told, let your partner tell it on him or herself.

Surprise humor

Audiences will laugh at quips and one-liners that catch them by surprise, perhaps because of absurdity. However, this type of humor is sophisticated and usually requires a very good rapport between a speaker and the audience. Usually the audience needs to be "warmed up" before they respond well to this type of humor. One caution is that surprise humor may not work well in a cross-cultural situation. So if you use this type of humor, you need to have a good rapport with the audience and carefully adjust it to the culture.

Humorous quotes or activities

A fifth type of humor is to read humorous stories. You can find plenty online. It is also possible to have the audience engage in funny activities.

MISTAKES TO AVOID

- Too much humor. Averaging about ten good laughs an hour is appropriate.
- Do not tell jokes in poor taste (judgment). Do not use puns, ethnic stories, and especially no gender-based stories.
- Never tell a joke at your spouse's expense. (If the story is so good, let your spouse tell it if possible.)
- If you are uptight, the audience will not laugh. Be relaxed.
- Do not laugh at your own jokes until the audience does.
- Do not deliver the punch line poorly. Pause if necessary to take a breath and look at the audience. After the punch line, pause for the response.
- Sometimes the audience will laugh in an unexpected place. You can increase their enjoyment with a facial expression or gesture.
- Do not be afraid to try humor. You will get better with practice.

Many of our new speakers start with relatively small audiences. Maybe they start to tell some of the same jokes that get a huge laugh at a larger conference, but only get a chuckle when they tell it. They think, "Well, that wasn't a very good joke." It may not be you. Large audiences laugh much more easily than small audiences do. Experiment with jokes that work for you with your audiences. Some jokes work well for some speakers and not others. Sometimes your spouse can tell those jokes because he or she can deliver them better. Do not give up on a joke when it fails the first time. Try it several times to see if you can get a laugh. Build up a repertoire of jokes you know will work for you.

Remember, humor itself does not make your talk successful. It is your sincerity and your reliance on God's Spirit that make your talk impact lives. However, humor can make a tremendous difference in how people receive your talk. Ultimately, humor can help to bring in next year's audience as your event establishes a reputation as meaningful but also fun. Humor also makes it easier for your audience to accept the difficult things you are telling them about their life and marriage.

SOURCES OF HUMOR

- Your life (this is the best source)
- Speakers, comedians, and friends
- TV and radio
- Collections of humor (joke books, etc)
- Magazines/periodicals
- Internet
- Joke log (available from global@familylife.com)

SUMMARY:

Humor is a key to holding the attention of the audience. It is necessary to prepare humor beforehand and deliver it well.

Activity 4

1. Do you have any jokes you could share with your fellow speakers?
2. Think about some of the most humorous speakers you have observed. What did they do that made them so effective?



TIMING

Timing is one of the key elements that can make an event professional and help you reach a wider audience. Remaining on schedule or reasonably close to it will not only communicate professionalism but will also help you prioritize your talking points. If you give too much information, the most important points are obscured.



PARTICIPANT OBJECTIVES:

- Appreciate the importance of talk timing and event timing.
 - Make a commitment to running events in a professional manner.
-

MAKE TRAVEL ARRANGEMENTS WITH A MARGIN FOR ERROR.

- Arrive early, not “just on time.”
 - Check the setup (chairs, tables, etc); modify if needed.
 - Check the sound and audiovisual equipment.
-

BEGIN AND END TALKS ON TIME.

Remaining on schedule and ending on time communicates that you value the audience. FamilyLife events are about changed lives, not how much information we can convey. Every audience has limited reserves of attentiveness and ability to absorb information. Remaining on time forces you to emphasize the most important points.

- Plan time for announcements and project introductions (estimate needed time in advance).
- End early if possible.

When most or part of the audience is late:

- Honor those present by starting.
- Stall by giving gifts and telling a few jokes until others can arrive.
- Save the important content until most have arrived.

STAY ON SCHEDULE.

- Place a small clock or wristwatch near your notes (do not look at your wristwatch during your presentation).
- Place time targets in your notes so you know if you are going too fast or too slow.
- Have a plan to move directly to your closing section if you are running out of time. If your closing section is 10 minutes long, be sure you move directly to that section when you have 10 minutes remaining.
- Most important: do not go overtime and then use up time that was allocated for the couples to work on their projects. The couples' projects are more important than what you have to say if you are running overtime.

End the event early (never end late). This sends the guests away with a pleasant surprise.

Stay late (talk with guests, help with cleanup).

SUMMARY:

Participants will appreciate the manner in which an event is run. Correct timing is critical to make FamilyLife events acceptable to a wide variety of couples.

Activity 5

1. Think of an occasion when you observed speakers not maintain a professional timing of the program. Discuss what happened to the schedule. How did the audience feel?



HUSBAND/WIFE TEAM

SPEAKING TOGETHER AS A COUPLE

Men did all of the speaking at the first Weekend to Remember getaways. Men even delivered what became the Wives and Mothers talks. Eventually these talks were turned over to female speakers. However, with only a few exceptions, males still do nearly all of the WTR talks. Various justifications are given, in particular that

some churches would object to women speakers. 1 Corinthians 14:34 says “Let women keep silent in the church.” That passage is referring to church services, which we aren’t conducting. 1 Timothy 2:12 says, “I do not allow a woman to teach or exercise authority over a man.” This scripture relates to authority of one woman over one man, particularly in a marriage. It does not prohibit a wife who is under the authority of her husband from publicly sharing principles about marriage.

We believe that the remote possibility of offending someone who does not really understand these scriptures is far outweighed by the powerful demonstration of a husband and wife working together as a team in a biblical manner. A far more likely offense for many in our culture is men telling women, even in mixed sessions, what they as women should do. Alternatively, Ephesians 5 clearly teaches that a husband and wife are a picture of Christ and the church. Does God expect Christ and the church to work together? Of course. And God also expects husbands and wives to work together. Audiences respond very positively to a husband and wife speaking together. You get the advantage of both viewpoints. The husband can challenge and admonish the men, and the wife can challenge and admonish the women, not just in the separated sections, but throughout the event. And many individuals, long after forgetting everything specific the speakers said, will remember the picture of a husband and wife working together as a team.



PARTICIPANT OBJECTIVES:

- Realize how powerful and effective a couple can be together.
- Know how to start speaking together.

Speaking together as a team is not a requirement for couples at international FamilyLife events. But, if a couple can develop the ability to do this, it can make their overall presentation much more effective. Preparing to speak as a team is more difficult than preparing alone. You each have different ideas and styles that must be reconciled. While preparing to speak as a team is significantly harder, delivering the material as a team is that much easier. While your partner is speaking you can review in your head what you'll be saying next. You can even look at your notes for your section coming up. And you usually don't get as nervous beforehand because the talk doesn't depend totally on you. With some experience, you'll realize that even if you are not your best, your partner will connect with the crowd. Taking the pressure off yourself by trusting your partner will actually make your portions much better than they would have been otherwise.

Following are some tips to help you develop the skill to speak together as a couple.

PREPARATION:

1. First, each of you list the illustrations, humor, and key points that you feel most qualified to deliver. Remember that any negative example should be shared by the person who failed. No partner should share a joke at the other's expense or a story where the other failed. It is easiest for one person to complete a story or illustration rather than breaking it up between you.
2. Next, create a rough outline. In most speaking for FamilyLife, the outline is already created. Assign sections in the outline according to the illustrations, humor, and key points on your respective lists. If one person doesn't have many illustrations, humor, and key points to contribute, let that person read and briefly explain the sections where neither of you have illustrations. There is more material in the conference or seminar than you can illustrate anyway.
3. Each of you should prepare your own notes to cover the sections you have been assigned. We recommend separate notes so that your notes can reflect your own style and preference. For example, some people like to have a full text before them, others a simple outline. Allow your partner to create his or her notes in the manner they are most comfortable with.
4. Present the sections out loud to each other. The listener should not interrupt, but can offer suggestions at the end. After several cycles comparing and meshing your sections, each listener should add a brief outline of their partner's notes to

their own notes. This will remind you what your partner intends to say, thereby reducing the unintentional stealing of material from each other. Also, if your partner leaves out a very key point, you may be able to pick it up for them in your next section. This is a major benefit to partnership.

5. Practice together in front of some live audiences. The mirror will not do. The audiences must be live for you to set the length of your talk. Timing is the most difficult aspect of speaking together. Many Sunday school classes in your church would simply love to have you practice in front of them. Small groups are frequently very willing to hear your practice session. If all else fails, try your kids or a nursing home.

DELIVERY TIPS:

1. Don't interrupt your partner while he or she is speaking. Don't correct their details about a story in front of the audience. Almost no detail is sufficiently important to disrupt their delivery and use up time.
2. Remember that you are still up front while your partner is speaking. Try to stand still to not take attention away from your partner's speaking. Don't do anything personal, like scratching, that you would not do while you were speaking. The audience will notice.
3. Look at your partner while he or she is speaking. This focuses the audience on them and demonstrates unity. If you can laugh at your partner's jokes, even after you've heard them 100 times, you'll cue the audience to laugh and help your partner be humorous.
4. Develop some mutually acceptable small signals you can use while speaking together. For example, a flat hand on the edge of your partner's notes might mean, "You have time. Slow down." Or a couple of taps with an index finger could mean, "Hurry up, please." A few sticky note pads kept in your notes can allow you to write your partner a tiny note, if necessary.
5. One of you, usually the husband, needs to be the "quarterback" during the talk. Frequently, especially when speaking through a translator, you must skip some material to remain within your time limit. The quarterback has to make those decisions during the talk.

Finally, the most important factor in being able to speak as a husband and wife team is encouragement. That's encouragement during preparation, encouragement during practice, encouragement during delivery, encouragement between sessions, and encouragement afterwards. Yes, you can certainly give each other suggestions. But give the other suggestions only after the event and when he or she is ready. No other factor is even remotely as important to speaking together as a couple as encouraging each other. Encouragement will allow you to be successful speaking together. Lack of encouragement will cause you to fail.

Developing the ability to speak together can be challenging. But we guarantee that your audiences will appreciate and respond to that demonstration of teamwork. And when you've developed the ability to speak together as a couple, you may not want to speak any other way.

SUMMARY:

Speaking together as a couple provides a powerful demonstration to the audience. Speaker couples are more effective as a team because they contribute different strengths and relate best to different segments of the audience.

Activity 6

1. As a couple, discuss some difficulties you could have speaking as a couple (different style, notes, etc). What steps could you take to avoid those difficulties?
2. As a couple, take one outline from a FamilyLife event. Practice dividing it into segments assigned to each of you.



EYE CONTACT; FACIAL EXPRESSIONS

High school speech teachers may tell their frightened students:

“Concentrate on a spot in the back of the room.”

“Move your head from side to side.”

“Imagine the audience naked.”



PARTICIPANT OBJECTIVES:

- Learn how to make effective eye contact.

That may be fine for teenage amateurs. But speaking for FamilyLife in an effective manner requires a better delivery. Eye contact and facial expressions are ways that the speaker makes the presentation more effective. They communicate to the audience, “You are important to me.”

Effective speakers look around the audience in a seemingly random manner. They pause and hold eye contact with various individuals for a couple of seconds. The best speakers make eye contact with every audience member who will look back. Facial expressions communicate emotions to those in the audience. They make the speaker more real and personal. For the audience to see facial expressions well, the expressions must be exaggerated.

Distractions will occur during seminars. In most cases, speakers should ignore them. Of course, some distractions such as a fire alarm must be acknowledged. But ignoring most distractions will usually minimize the effect on the audience.

SUMMARY:

Eye contact needs to be deliberate and consistent.

Activity 7

Eye Contact / Facial Expressions Exercise

PURPOSE:

1. To help the participants become familiar with using their eyes and facial expressions to communicate emotions as they speak.
2. To help the participants to understand that what is important is how they look to the audience, not how comfortable they feel.

OBJECTIVES:

1. To have the participants experience and practice a variety of different facial expressions.
2. To have each person stand up and demonstrate maintaining eye contact in front of their group.
3. To have fun.

SCHEDULE:

1. Use this exercise like a stand-up break in the mid-morning or mid-afternoon, depending on the schedule.
2. Do facial expressions first as a large group, then divide into small groups for “clearing the room.”

TIME LIMITS:

How much time you have depends on the number of participants. For larger groups you may need to break up into smaller groups for the practice session. Usually two to three minutes for each participant during the small-group time is adequate.

INSTRUCTIONS:

1. Be energetic and enjoy yourself. Your enthusiasm will be contagious.
2. For the large-group facial expressions practice, have each person stand up where they are and face each other as a group (not just you as the speaker).
3. Facial expression reminders:
 - Exaggerate the facial expression
 - Stretch your face to the limit
 - Exaggerate how long you hold the expression
 - Remember it doesn't matter how you feel; what is important is how it communicates to the audience
4. Facial expression practice (have everyone as a group stand up, look at each other, and practice these moods). For this practice use NO ARM OR BODY GESTURES, only facial expressions. Remember: Exaggerate and stretch your face to the limit!

MOODS			
Happiness	Sadness	Frustration	Bliss
Worry	Infatuation	Shock	Impatience
Anger	Exhaustion		

MEN
Shame
Concern (caring)
Fear
Hate
Awe

WOMEN
Disgust
Contemplation
Excitement
Shyness (timidity)
Scheming (conniving)

5. Clearing the room (eye contact):

- Have space for this activity arranged ahead of time.
- Demonstrate to the large group how this exercise works then divide in smaller groups of eight to twelve people (if necessary). Have the group spread out in the room so the speaker has to “work” at making eye contact.
- For this exercise each person will stand in front of their group and will continue speaking until they have established eye contact with each person in the audience and held that eye contact for a slow and silent count of five (“one thousand one, one thousand two . . .”).
- Those in the audience will start with one hand in the air as the speaker begins. When the speaker establishes eye contact with you, begin to count. If the speaker maintains eye contact with you for the entire five-count, lower your hand. If, however, the speaker loses eye contact with you before you count to five, leave your hand in the air and start all over when he/she looks at you again.
- Possible subject matter for speaking: (remember the emphasis is eye contact, not what they say)

Men—share how you became a Christian

Ladies—share how you first met your husband

- After each person completes the assignment (when every hand is down) do an evaluation. Ask him/her how they felt as they were speaking, then ask the audience how the speaker looked (emphasize the positive).

NOTE:

If your meeting space is limited, you can meet as a large group but choose 8-10 volunteers scattered throughout the large group. Have those volunteers hold up a hand for the speaker to “clear” during the exercise.

Portions of this exercise used with permission of the Communications Center, a ministry of CCCI.



BODY LANGUAGE/GESTURES

Using bold gestures while speaking can enhance your presentation. Gestures will grab the audience's attention and provide emphasis for key words or phrases. Using big gestures might feel unnatural, but with practice, they'll feel more comfortable and will make your talk more interesting and effective.

GESTURES FOR SPEAKERS

1. Determine them

- To emphasize/highlight main and sub points
- To fit your material; to fit your audience's personality
- To add to—not take from—your presentation

2. Practice them

- In advance
- Before a mirror
- Before your spouse/friend

3. Review them

- Alongside adjustments in your material
- With a local citizen



PARTICIPANT OBJECTIVES:

- Reduce the self-consciousness that hinders bold gestures.
- Observe a variety of gestures and how they could be used.

4. Present them

- Big
- In a way that feels natural
- In a way that is meaningful
- With variety
- As extensions of yourself
- In a way that is appropriate for the audience



What matters is how you look, not how you feel.

—Tim Downs

5. When not gesturing

- Try to keep your hands at your sides
- Avoid the tendency to sway
- Don't pace back and forth

SUMMARY:

Bold gestures can improve a FamilyLife presentation.

Activity 8.1

Arm and Body Gesture Exercise

Gestureobics (As a group, do the following together – speak and do the gesture at the same time)

BIG GESTURES:

- Everyone in this room
- Way back in the back of the room
- Between the curtains
- From one end of the sky to the other
- All over the world
- On the lowest shelf
- Way up on the top of the hill

EMPHATIC GESTURES:

- Forget it!
- All of a sudden
- Stay right there
- I've had it!
- Just a little
- I was shocked!
- What was I thinking?
- Come over here
- Keep going ...
- Pay up now!
- I felt so-so about it
- I'm glad that is over

ONE WORD GESTURES:

- Then ...
- Behind
- Underneath
- Come
- Weak / fragile
- A little / small
- Why?
- In front of
- On top of
- Go
- Strong / sturdy
- A lot / large

Activity 8.2

The leader will ask for volunteers and assign one of the following activities for you to pantomime. Your exercise is finished when the group guesses what you are attempting to illustrate.

- How to saddle a wild horse
- How to change a flat tire
- How to rescue a drowning Sumo wrestler
- How to rock a crying baby to sleep
- How to milk an uncooperative cow
- How to give a big dog a bath
- How to kill a pesky mosquito
- How to fly a kite in a storm
- How to sweep a floor covered with cotton balls
- How to blow big bubbles
- How to change a baby's diaper
- How to plant a thorn tree
- How to put out a brush fire
- How to catch a big fish
- How to walk on hot coals
- How to kiss your spouse goodnight
- How to box a kangaroo
- How to swim alongside a shark



VOICE

Volume, pace, tone, and pauses are important components of a presentation.

MICROPHONE

For small groups, don't use a microphone. For larger groups, use the microphone correctly, holding it about 10cm from your mouth. When possible, use lapel mics.

PACE

Don't speak too fast or too slow. Most speakers speak too fast. Vary your pace occasionally to hold the audience's attention or make a point. Show appropriate enthusiasm by your pace; for example, excitement or seriousness.

TONE

Use volume appropriate for the room, but vary your tone to add emphasis. It is especially appropriate to vary tone when telling a story. Vary inflection throughout the session.

PAUSES

Deliberate pauses can enhance a presentation. Use pauses to emphasize a point or recapture attention. Try to avoid "Uhh" etc.; simply pause silently.

SUMMARY:

Proper use of voice helps the audience understand the message.



PARTICIPANT OBJECTIVES:

- Speak so that the audience can hear you easily without working to understand your words.
- Vary speaking to hold the audience's attention or emphasize a point.

Activity 9

1. As an individual, think of a short story you can tell in which different people speak. Activity 3.1 should give you some ideas.
2. In 3-5 minutes, tell your story to the group, varying your pace and tone to indicate the different characters. Use pauses without saying “Uhh” or “Um.”



NOTES AND VISUAL AIDS



PREPARING YOUR SPEAKER NOTEBOOK

- While preparing your speaking notes, you might want to have them in a ring binder with speaker's notes always on the right page. Place stories, newspaper clippings, and other supplemental materials on the left page (the back of the previous page).

PARTICIPANT OBJECTIVES:

- See some possible ways to arrange speaking notes.
- Get some ideas about using visual aids.

LEFT SIDE

Illustrations, stories, and supplemental material

- Fasten items with paper clips or use post-it notes.
- Use color coding if that helps you. Personal stories on blue card, humorous anecdotes in red, etc.

RIGHT SIDE

Conference outline and your speaking notes

- List of visual aids, books, etc.
- Use multicolored pens or highlight key points of emphasis in your notes.
- Keep your notes neat, orderly, and readable.
- Print an extra copy and save an electronic copy. Keep in a safe place.

- When presenting your talk, turn or slide one page over the other slowly to avoid dropping or mixing them. Remember, movement attracts eye attention.
- Decide if you will leave your notes attached to the rings or use your notes loose. Considerations: Loose notes are at risk of getting mixed up. Notes in a ring binder may increase distracting movement during page turning.
- Use sticky tabs to note temporary changes to your notes.
- Make a list of the visual aids and books you plan to use during the presentation (the items that are not automatically in your speaker notes binder). Put this list at the top of the first page of each session. This will be a helpful checklist to review prior to leaving home.

Your Notes and the Event

- Get there with your notes. Carry your notes with you when you travel as carry-on or hand luggage. Do not have them shipped separately or put them in your luggage; they may be lost in travel.
- Keep all notes, visual aids, and reference books with your notes.
- Bring and reread this manual for reference. Do not rely on your memory.
- Bring quotes. Remember to read from books rather than your notes when possible to be sure what you say is exactly like it was said. Be accurate when using quotes.
- Bring with you anything that lends credibility.
- Make a copy of your notes to keep at home in case you lose your notes.
- Put an extra set of notes in your luggage.



SUGGESTIONS FOR VISUAL AIDS

The Purpose: Visual aids help the audience remember a key teaching point or a story related to a teaching point.

The use of visual aids is particularly helpful for those people in the audience who are primarily visual learners.

- Some people learn best with auditory inputs (they are effective listeners); others prefer reading the text in order to grasp concepts and remember key points.
- However, most everyone's memory and their ability to recall a key point will be enhanced when a speaker uses a visual aid and ties it to a key point or poignant story.

You will readily recall a few of the many visual objects found in the Bible.

We tend to remember stories that have a visual image connected to them, like the following:

- A rainbow in the sky as a reminder of God's promise to never send another world-destroying flood. (Genesis 9:8-17)
- God's presence leading the Israelites in a pillar of cloud and a pillar of fire. (Exodus 13:21-22)
- The Ark of God (the Ark of the Covenant) with cherubim and their wings. (1 Kings 8; 1 Chronicles 13, 15; 2 Chronicles 5)
- A widow's two small copper coins. (Mark 12:42)
- Five loaves of bread and two small fish used to feed 5,000 men. (Mark 14:15-21)
- The cross.

What to use:

- Use personal items that have a significant connection to your personal story or teaching point.

- Select objects that work well in your culture as vivid visual reminders of your teaching point.
(For example: A football works well to illustrate “receive your spouse as a gift from God” in the US, but may not work in your culture.)
- Consider the size of the object. It’s not necessary to use large-scale objects that can be clearly seen by everyone in a large room. However, if you use a small object, it should be something that is familiar to your audience so they can easily imagine the details of the object if they are not able to clearly see it.
- Another consideration for choosing the size of objects is simply the challenge of packing and traveling with a suitcase.

List of ideas for visual aids and where they might fit in the talks:

- A compass: God’s Purpose. Illustrates that the Bible gives us direction for life. It’s important to know where we are going and it’s important to get information from a reliable source.
- A love letter: Understanding; Communication. Illustrates the expression of emotions, commitment and love.
- Five red flags (about six inches square, mounted on one-foot long “flag poles.”) Five Threats to Oneness. Illustrates five “danger signals” or “warning signals” to watch out for in marriage. These same flags can then be used throughout the weekend when referencing one of the five threats in another session.
- Flashlight with batteries. God’s Power for Oneness. Illustrates the need for “God’s power” for our lives. Without His power, it’s just not going to work.
- Umbrella. Wife’s Responsibilities for Oneness. When a wife accepts God’s design for marriage and she chooses to support and respect her husband, it’s like putting God’s umbrella of protection and His umbrella of blessing over the marriage and the family.
- Padlock and key. Wife and Mother talks. Husbands and wives have different roles. Each is important and valued in God’s eyes. The key and the padlock are both necessary to accomplish the purpose of their design.

How to use visual aids.

- Plan the timing. Decide if you want to tell the story and bring out the item as part of the climax of the story. Or bring it out early so your audience is focused on the item while you talk about it or the incident related to it.
- Hold the item still. Do not wave the item about or move it around while you are displaying it to the audience. Consider resting the visual aid on the podium while speaking. That way you are able to maintain eye contact with your audience.
- Consider using the visual aid more than once. Perhaps the visual aid could be used again at the end of a session as you are summarizing the key points of the talk. Another consideration is to use the visual aid in future sessions when it's appropriate to again remind the audience of the same teaching point. The repeated use of a visual aid will reinforce a key idea (like oneness or selfishness or forgiveness) throughout the conference. Put a clear marker in your notes to indicate when you will use it again.

SUMMARY:

Organizing notes well and using visual aids strategically will increase the effectiveness of your presentation and help your audience remember key points.

Activity 10

1. Find any object to illustrate any marriage principle. As a couple, explain the object to the group in 3-4 minutes.



DRESS/APPEARANCE

APPEARANCE

- Dress a little better than the audience
 - Coordinate belt, socks, shoes, etc., especially for men
 - Wear some reasonably bright colors
 - Get a haircut if needed
 - Dress modestly
-

SUMMARY:

Our dress and appearance can increase or decrease the effectiveness of a FamilyLife presentation.



PARTICIPANT OBJECTIVES:

- Consider the effect of speaker dress and appearance on the audience.
 - Establish guidelines appropriate for the culture.
-

Activity 11

1. As a group, discuss what dress and appearance guidelines you would establish for FamilyLife speakers in your country. Be specific with what might be considered inappropriate or distracting in your culture.



TEAMWORK

A TEAM APPROACH TO SPEAKING

But God has combined the members of the body and has given greater honor to the parts that lacked it, so that there should be no division in the body, but that its parts should have equal concern for each other.

1 Corinthians 12:24-25

Team Members

To have a successful and God-honoring event, the ministry team must work together and care for one another. Each team member needs to respect the different roles that each plays in an event.

Speakers

The senior speaker is the most experienced of the speaker team. He should have the final word on major decisions relating to the event presentation. The co-speaker will often speak at as many sessions as the senior speaker.

Administrators

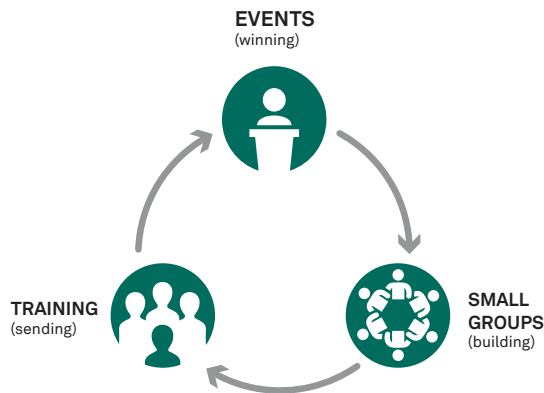
- The conference administrator serves as liaison between the venue representative, event team, and the local CCCI ministry (if applicable). He/she has final say on all logistics, materials, and arrangements unless otherwise delegated by the FamilyLife director.



PARTICIPANT OBJECTIVES:

- Understand how speaking fits into the overall plan for a FamilyLife event.

- The bookstore coordinator, if any, handles all aspects of the bookstore.
- Event volunteers may have helped promote and coordinate the event. They may or may not have responsibilities at the event. You might consider providing volunteers with colored ribbons to distinguish them from the audience.
- For overseas events, CCCI local staff will usually participate in some functions. This should be clarified prior to the event and with the approval of local leadership.



Please remember that the most successful ministries of FamilyLife combine events, small groups, and training in an ongoing process. Therefore, presenters should use the platform they have been given to highlight the small-group resources and training FamilyLife offers. The efforts of local leaders who are likely to conduct the small-group ministry or training should be recognized and encouraged.

ACT AS A TEAM

Cooperate with and encourage each other at team meetings. Treat one another with respect and concern (Philippians 2:3-4). Exhibit a “team spirit,” cooperation, and appreciation throughout the event.

- During the introduction session, introduce the other speaker(s). Share information from a pre-written script that that person has written about themselves. Be sure to include why they are qualified to speak and some personal information about them. You should present this in a way that makes the listener look forward to hearing from them ... you set up the next speaker to win!
- Point out the FamilyLife team and volunteers. Let everyone know who they are in case the conferees have questions.
- Make a point of esteeming event coordinators for the significant part they played in the event, and thank everyone who made the event possible.
- Participate in a team luncheon or dinner, a social moment with the team.

- Be together: Let everyone see you are a team. All speakers should usually be visible in sessions. Wives should sit up front while husbands speak (as much as possible).
 - Men and women speakers and their spouses should also be available to talk to conferees during breaks.
-

REMEMBER THE “BIG” TEAM

Understand your responsibility to FamilyLife:

- Share the gospel.
 - Build people in their faith through the event, teaching on the ministry of the Holy Spirit.
 - Develop recognition of the FamilyLife small-group resources throughout the event.
 - Tell them of opportunities to join FamilyLife as staff or volunteers.
 - Stimulate interest in supporting FamilyLife staff and the FamilyLife ministry financially.
-

SUMMARY:

FamilyLife speakers are part of a team. Speakers should encourage teamwork within the local ministry and in FamilyLife as a whole.

Activity 12

1. As a group, discuss ways that the speakers can ensure that they fit into the overall team of FamilyLife. List methods to esteem or value the non-speaking roles of the team.



GUIDELINES FOR TECHNOLOGY

Technology can be a great asset, but it can also be problematic. Only use technology if you are comfortable with it and to add to what you are saying. Do not let it become a distraction, and keep it simple. Otherwise, it will detract from your message and the audience's experience.



PARTICIPANT OBJECTIVES:

- Learn tips to use technology in the most effective ways during a conference.
-

TEAMWORK

If you're going to use PC technology and PowerPoint, then please remember the following:

How to use PowerPoint (PPT). Use PPT and video for illustrations and humor to help people remember your point. Avoid slides with lots of text.

Must I use it? You don't necessarily need to use PPT / video. It is up to you and your team.

Do not be dependent on technology. If the technology fails, you must be able to continue without it.

Look and feel. All presentations throughout the event must use the same template so that a common "look and feel" is achieved.

Coordination. Send the presentation that you wish to use to the lead couple one week before the event so that it can be incorporated into the "master presentation."

POWERPOINT TIPS

- Use sparingly, to emphasize or illustrate a point. Too many slides distracts people's attention away from the speaker.
 - When referring to a slide, pause to allow people time to take it in. Occasionally join the audience by turning around to look at the slide, but avoid talking to the slide.
 - Use “blanks” (either white or black slides) for when you're talking so that the audience is not distracted.
 - Do not use text smaller than size 18 font. At least 22 is ideal.
-

MUSIC

If you want to use a specific soundtrack or piece of music, then let the lead couple know at least two weeks beforehand (they'll need to liaise with the organizing venue to establish how to incorporate this). Check if there are licensing issues for using copyrighted songs.

VIDEO

Using video can be problematic, and you'll need to check with the venue to see that they have the facilities required before you proceed. Don't assume you'll be able to link to the internet at the venue. Inform the lead couple that you plan to use video and ensure that it is sent to the lead couple at least two weeks before the event. Do not assume that the video will be embedded properly in the PowerPoint presentation. Videos generally should be no longer than three minutes.

FamilyLife Global **TRAINING MANUALS**



Global Outreach Strategies and Resources (GOSAR): This manual provides an overview of Global's FamilyLife strategy and is the foundational training document for developing an international FamilyLife ministry.

The following how-to manuals build upon the strategies and resources given in the GOSAR:

