



Eston College Online

Communication & Public Speaking

Course Description: 90% of pastors believe that they are in the top 10% of communicators. This course helps you to develop as a communicator and gives the student tools and concepts that will help them to not plateau as a speaker. Each practical lesson is forged from experience from real world communication in prisons, churches, schools, conferences, camps, etc. Students will be challenged to grow themselves, as well as communication skills. By implementing the principles in this course, students will find their audiences to be more engaged, responsive, and connected to them as a speaker.

Suggested Course Textbook: *Communicating for a Change* by Andy Stanley

https://www.amazon.ca/Communicating-Change-Seven-Irresistible-Communication-ebook/dp/B001E2WM54/ref=sr_1_1?adgrpid=1357897089010729&hvadid=84869079539437&hvbmmt=bp&hvdev=c&hvlocphy=5491&hvnetw=s&hvqmt=p&hvtargid=kwd-84868736646401%3Aloc-32&hydacr=22459_13387101&keywords=communicating+for+change&qid=1676074532&sr=8-1

I love this book because of its applicability to communication in any setting, whether it be in the church, in business, or in education. There are a few fundamental concepts in the book that help students make substantial improvements to their communication. As an added bonus, the book is fresh and innovative in comparison to many books in this space.

Course Objectives: After completing this course you will:

1. Head
 - a. Understand the connection between who you are and the message you speak.
 - b. Know the key components of what takes a talk from 'good' to 'great'.
 - c. Identify high level communication techniques.
2. Heart:
 - a. Be inspired to impact people's lives via effective communication.
 - b. Enjoy a deeper connection with audiences/listeners.
 - c. Appreciate the many ways that God uses the medium of public speaking.
3. Hands:
 - a. Gain skills as a compelling story-teller.
 - b. Develop competence in moving the audience towards desired result or 'ask'.

- c. Grow in effectiveness with the intentional use of proven audience engagement techniques.

Course Outline:

1. Getting Clear on Your Vision
2. Understanding the Power of Speaking
3. Appreciating that the Medium is the Message
4. Encouraging Yourself in the Lord
5. Speaking from “The Burden”
6. Doing Audience Analysis
7. Identifying Your Signature Message(s)
8. Brainstorming with a Spider Diagram
9. Utilizing the 3-Point Outline
10. Making Your Points ‘Sticky’
11. Leveraging the Power of Story
12. Developing Your Transitional Statements
13. Building Your Introduction & Conclusion
14. Getting Physical as a Communicator
15. Utilizing Emotive Content
16. Harnessing the Power of Questions
17. Using Your Personal Testimony/Stories
18. Handling the Bible Well
19. Making Use of the Power of Metaphor
20. Getting Yourself Ready to Give a Talk
21. Growing as a Communicator
22. Employing Pro Communication Techniques
23. Bringing It All Together