



Ancient Faith Radio *H. L. B. Conference*



The Journey from Teacher to Preacher to Reacher

“You are the light of the world.”

Matthew 5:14




Bill Marianes
www.stewardshipcalling.com
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**WHAT IF I TOLD
YOU**

**YOU WERE NEVER
BORN**




**How IS the
world
different
because of
you?**



You Are A Human Light Bulb





*You are the light
of the world.
A city set on a hill
cannot be hidden.*

Matthew 5:14

***“Let your light so shine before men,
that they may see your good works and
glorify your Father in heaven.”***



The Light



“There was a man sent from God whose name was John.

This man came for a witness, to bear witness of the Light, that all through him might believe.”

John 1: 6-7



The Light - Part Deux/You



*There was a person sent from God
whose name was:*

(insert your name).

*This person came for a witness, to
bear witness of the Light, that all
through him/her might believe.*

Paraphrase of John 1: 6-7

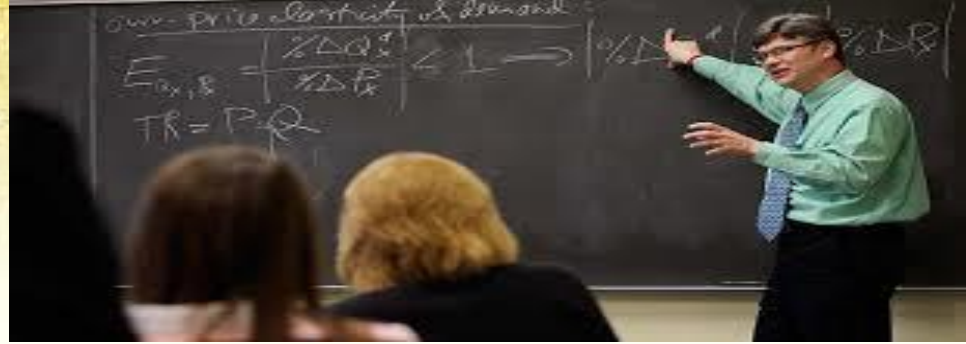


The 3 Stages of a Human Light Bulb





Teacher =



Preacher =



Reacher =





Teacher = Informational



Preacher = Inspirational



Reacher = Transformational





Teacher = 10 watt bulb



Preacher = 100 watt bulb



**Reacher = 1,000 watt
floodlight**



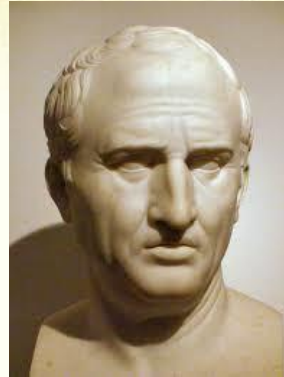


The Official Orthodox “Old Dead Guy Rule”



Cicero's 3 Rules for Orators:

- ~ Teach
- ~ Delight
- ~ Persuade



106 B.C. –
43 B.C.

“To teach is a necessity, to delight is a beauty, to persuade is a triumph.”



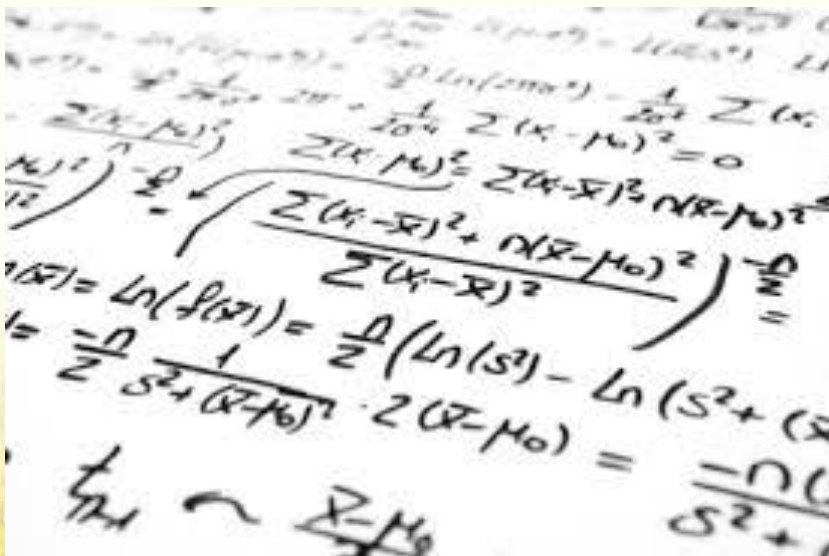
**Your HLB
Ministry
Can Be
Global.**



Teacher to Preacher to Reacher Formula



~ So how do you become a
brighter light in the world?



=



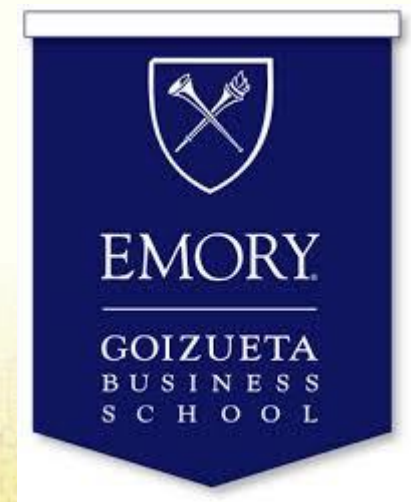


Teacher to Preacher to Reacher Formula

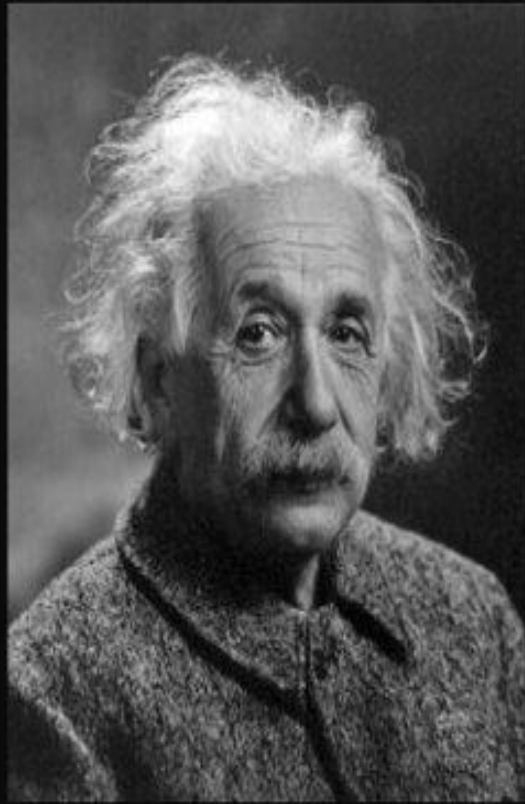


“Any problem is easily solvable if you have the right equation.”

**Dr. Philip Carlson
Goizueta Graduate
Business School
Emory University**



Einstein's Successful Life Formula



If A equals success, then the formula is A equals X plus Y and Z, with X being work, Y play, and Z keeping your mouth shut.

(Albert Einstein)



GOD's Successful Life Formula



**I
THOU SHALT HAVE
NO OTHER GODS
BEFORE ME**

**II
THOU SHALT NOT
MAKE UNTO THEE
ANY GRAVEN IMAGE**

**III
THOU SHALT NOT
TAKE THE NAME OF
THE LORD THY GOD
IN VAIN**

**IV
REMEMBER THE
SABBATH DAY TO
KEEP IT HOLY**

**V
HONOR THY FATHER
AND THY MOTHER**

**VI
THOU SHALT
NOT KILL**

**VII
THOU SHALT NOT
COMMIT ADULTERY**

**VIII
THOU SHALT
NOT STEAL**

**IX
THOU SHALT NOT
BEAR FALSE
WITNESS AGAINST
THY NEIGHBOR**

**X
THOU SHALT
NOT COVET**



CHRIST's Successful Life Formula



THE BEATITUDES

Blessed are the poor in spirit,
for theirs is the kingdom of heaven.

Blessed are those who mourn,
for they shall be comforted.

Blessed are the meek,
for they shall inherit the earth.

Blessed are those who hunger and thirst
for righteousness, for they shall be satisfied.

Blessed are the merciful
for they shall obtain mercy.

Blessed are the pure of heart,
for they shall see God.

Blessed are the peacemakers,
for they shall be called children of God.

Blessed are those who are persecuted
for righteousness sake,
for theirs is the kingdom of heaven.

Matthew 5:3-10



CHRIST's Apostles Formula



“These twelve Jesus sent out, charging them, ...
(1) go rather to the lost sheep
of the house of Israel...
(2) preach as you go...
(3) heal the sick,
(4) raise the dead,
(5) cleanse lepers,
(6) cast out demons.”

Matthew 10:1, 5-8



Teacher to Preacher to Reacher Formula



$$3k + 3p + 3a = \Delta$$



Teacher to Preacher to Reacher Formula



$$3K + 3P + 3A = \Delta$$

Know thyself (thy why)

Know thy target audience

Know thy content



Teacher to Preacher to Reacher Formula



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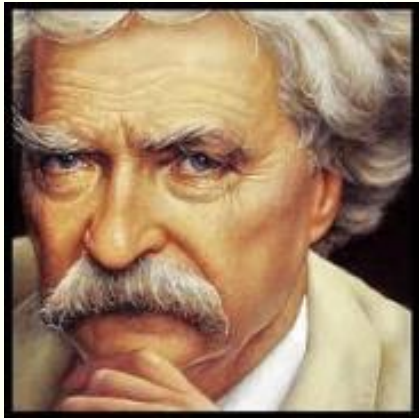
Know thy content



KNOW THYSELF

What's your Why?

The 2 most important
days of your life are:



First, the day you were
born; and

Second, the day you
figure out why

KNOW THYSELF

~ In 1 sentence (or less),
WHY do you do what
you do... and what is
the mission of your
HLB ministry?

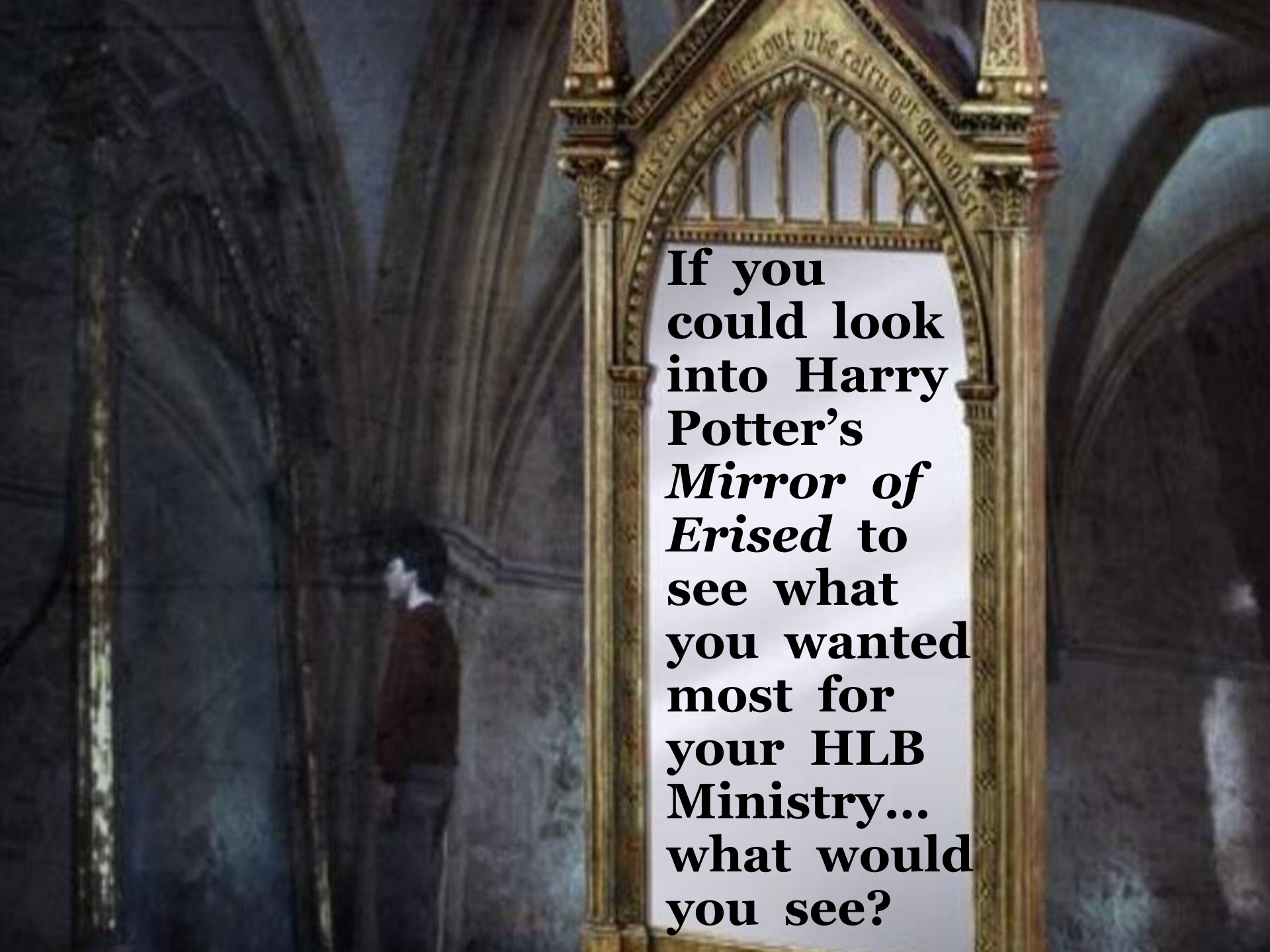


KNOW THYSELF



My Why:

“To help people and parishes discover and live their stewardship callings”



If you
could look
into Harry
Potter's
*Mirror of
Erised* to
see what
you wanted
most for
your HLB
Ministry...
what would
you see?

How Will You Measure Your Life? (Living A Life With Purpose)

“Is there something I can leave the world that is bigger than me that will help others become better people? And how will I measure if I achieve that goal?”

Dr. Clay Christensen
Harvard Business School

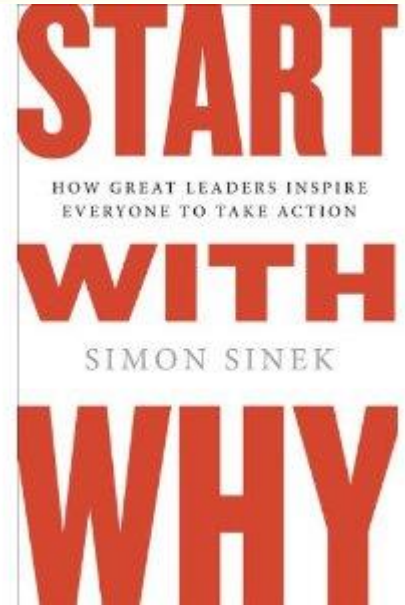
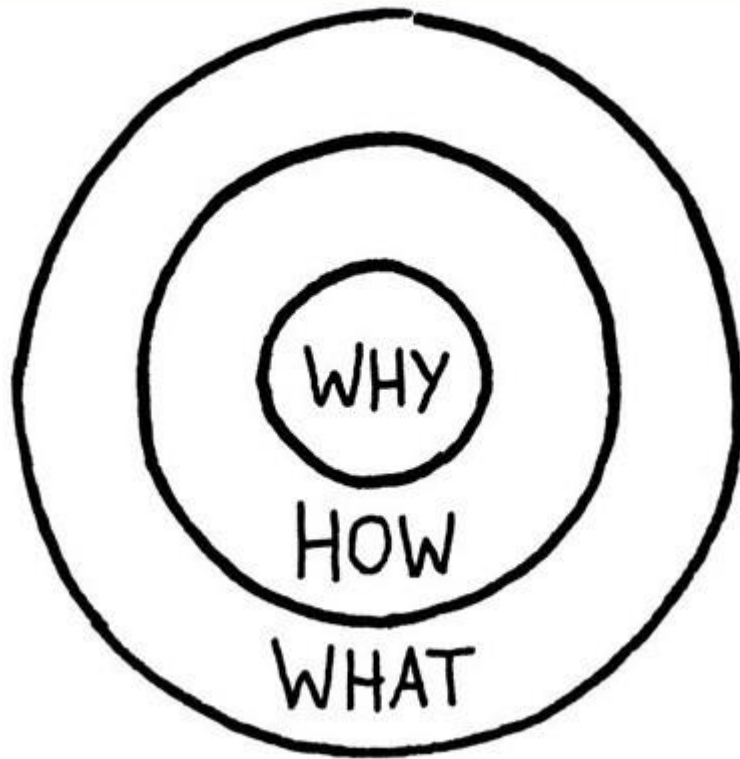
HOW WILL
YOU MEASURE
YOUR LIFE?

CLAYTON M.
CHRISTENSEN

JAMES ALLWORTH
KAREN DILLON

Watch his short Harvard Business Review interview about this book at:
<https://www.youtube.com/watch?v=lpjLBIqDrvQ>

Start With Why - How Great Leaders Inspire Everyone To Take Action

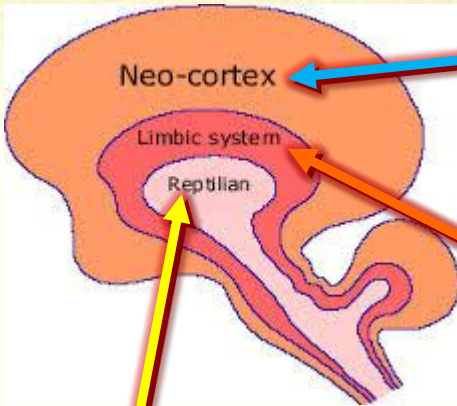


TED.COM

http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html



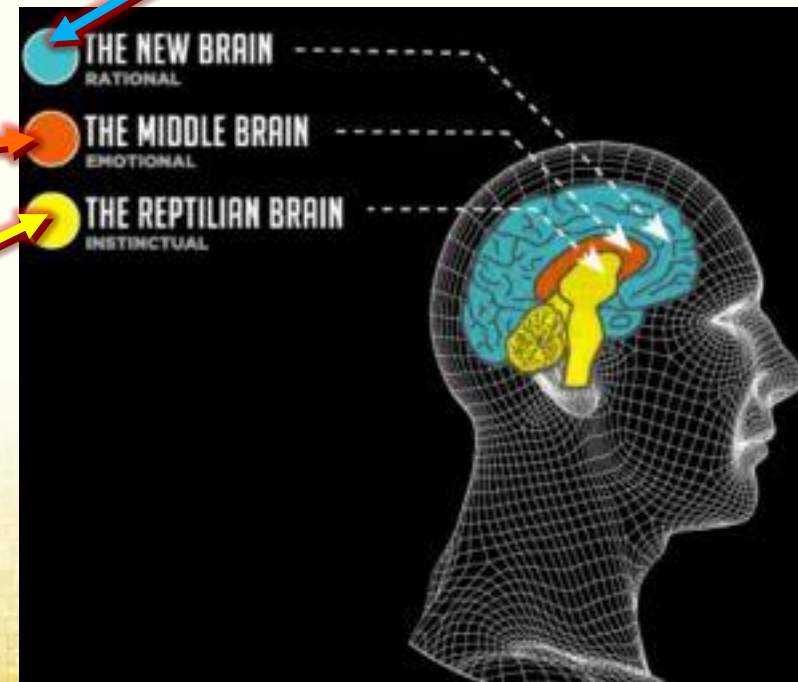
Bill's HLB Human Brain Theory



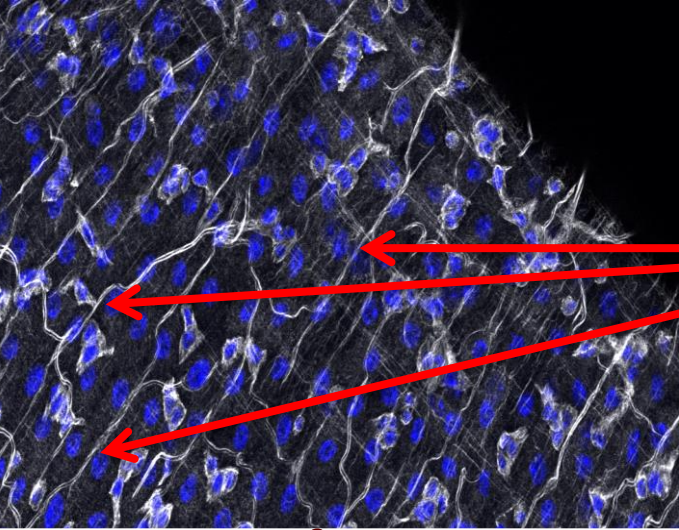
**The Neo-cortex “Thinking” brain
(the Teacher’s domain)**

**The Limbic “Feeling”
brain (the Preacher’s
domain)**

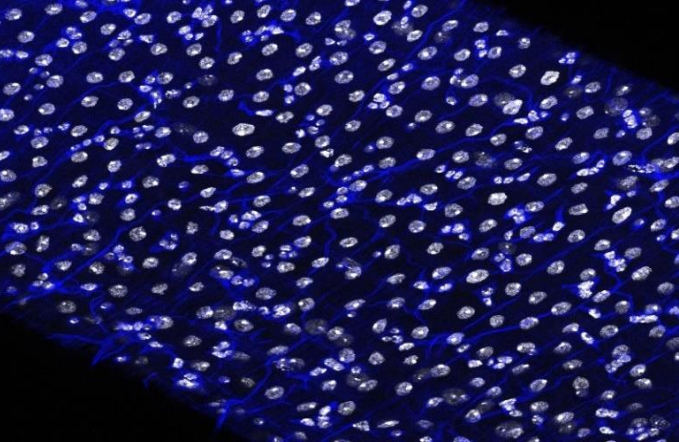
**The Reptilian
“Acting” brain (the
Reacher’s domain)**



Your “Second Brain” ¹



2



~ The enteric nervous system (“second brain”) in our guts has 100+ million neurons (more than our nervous system)

~ *“The 2nd brain informs our state of mind...”*

~ *“A big part of our emotions are probably influenced by the nerves in our gut...”*

¹ The Second Brain (HarperCollins) Dr. Michael Gershon, Chairman Department of Anatomy and Cell Biology at New York–Presbyterian Hospital/Columbia University Medical Center

² Pictures of midgut enteric neuron system taken from PhD dissertation of Dr. Alexis Marianes – *“How to bust a gut: physiological and stem cell compartmentalization in the Drosophila midgut”* - Johns Hopkins University (2013)

This completes our
Science Lesson!





KNOW THYSELF



- ~ How can you improve your communication effectiveness?
- ~ What should you avoid/stop doing that is ineffective?
- ~ When/how do you do your best communicating?



Teacher to Preacher to Reacher Formula



$$3K + 3P + 3A = \Delta$$

Know thyself (thy why)

Know thy target audience

Know thy content



Know Thy Target Audience



- ~ Know your specific “TARGET” demographic audience (with whom will your message best resonate?)
- ~ Know what they worry/wonder (lose sleep) about or question
- ~ Know what persuades them (and what does not)
- ~ Know how to speak THEIR (not your) language



Know Thy Target Audience

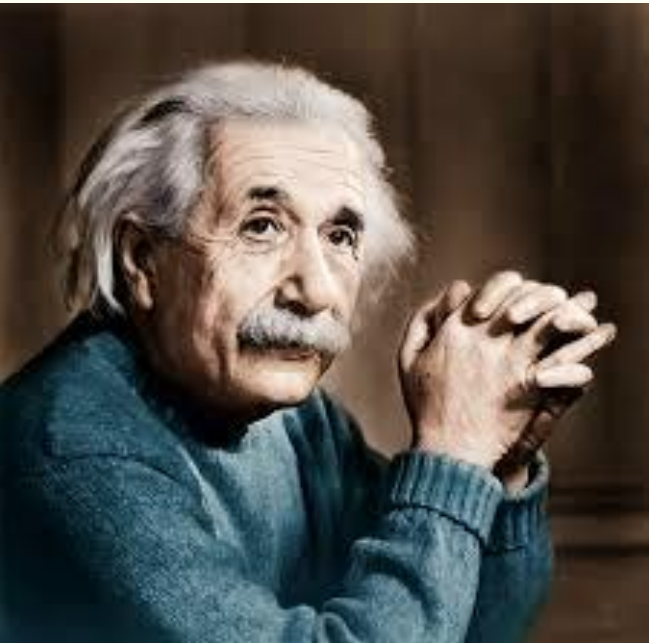


- ~ Who can most benefit from what you have to say?
- ~ Who owns the problem you are you trying to solve?
- ~ To whom does your “Why” matter?

Simplicity

“Everything should be made as simple as possible, but not simpler.”

“If you can’t explain it simply, you don’t understand it well enough.”



Albert Einstein

A \$300 Million Gem

Section 9.5 Claim Against Escrow; Sole Remedy.

Notwithstanding anything to the contrary in this Agreement, any and all claims for which Buyer may be entitled to indemnification under or in connection with this Agreement (other than with respect to any Post-Closing Covenant Default, Individual Seller Closing Default, the representations and warranties in Section 3.2 and Section 3.4(b) or any claims arising from fraud, criminal activity or willful misconduct) shall be satisfied solely and exclusively out of (i) the Escrow Fund available under the First Escrow Agreement and (ii) reduction of the principal amount of the Buyer Note, to the extent permitted pursuant to Section 2.5 and the Buyer Note, and Buyer hereby waives any and all rights to recoup or recover such claims or any portion thereof exceeding the Cap from any Seller or Seller Representative (other than with respect to any Post-Closing Covenant Default, Individual Seller Closing Default, the representations and warranties in Section 3.2 and Section 3.4(b) or any claims arising from fraud, criminal activity or willful misconduct). After Closing, (i) the provisions of this ARTICLE IX shall constitute the sole and exclusive remedy available to any party to this Agreement for any claims (other than claims arising from fraud, criminal activity or willful misconduct or with respect to any Individual Seller Closing Default) for any breach, misstatement, misrepresentation or omission by any other party relating to any representation or warranty contained herein (except the representations and warranties in Section 3.2 and Section 3.4(b)) or a certificate delivered hereunder or for any breach of any covenant or agreement that is not a Post-Closing Covenant Default or Individual Seller Closing Default and (ii) each party hereby unconditionally waives any other rights against any other party hereto that it may have at law or in equity for Losses occurring as a result of or in connection with the transaction contemplated by this Agreement (other than with respect to any Post-Closing Covenant Default, Individual Seller Closing Default, the representations and warranties in Section 3.2 and Section 3.4(b) or any claims arising from fraud, criminal activity or willful misconduct).



Know Thy Target Audience Speak Their Languages



~ “Exit Jesus”

~ ex·e·ge·sis = “critical
explanation or
interpretation of a text,
especially of scripture”

~ In other words, “explanation”



Know Thy Target Audience Speak Their Languages



~ “Exit Jesus”

~ ex·e·ge·sis = “critical
explanation or
interpretation of a text,
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~ In other words, “explanation”



Know Thy Target Audience Speak Their Languages



- ~ “The cat ate a key, Sis”
- ~ cat·e·che·sis = “religious instruction given to a person in preparation for Christian baptism or confirmation, etc.”
- ~ In other words “education”



Know Thy Target Audience Speak Their Languages



- ~ “The cat ate a key, Sis”
- ~ cat·e·cra·sis = “religious instruction given to a person in preparation for Christian baptism or confirmation, etc.”
- ~ In other words “education”



Know Thy Target Audience Speak Their Languages



Theolese / Academese :

Stop using the 921 words that end in “esis” with 2 exceptions:

1. you can use “Genesis” when referring to that first book of the Holy Gospel
2. you can use (“parenthesis”) when referring to that punctuation



Know Thy Target Audience
Speak Their Languages



THEOLESE

ACADEMIESE

~~organogenesis, amniocentesis,
embryogenesis, iontophoresis,
morphogenesis, hematopoiesis,
tumorigenesis, psychogenesis,
megasporogenesis~~



Know Thy Target Audience Speak Their Language



The phrase on the next slide...

1. Is NOT the absolute truth
2. IS the absolute truth
3. You have NO idea

(Vote for only one)



Know Thy Target Audience Speak Their Language



Ἐν ἀρχῇ ἦν ὁ Λόγος,
καὶ ὁ Λόγος ἦν πρὸς
τὸν Θεόν, καὶ Θεὸς
ἦν ὁ Λόγος.



Know Thy Target Audience Speak Their Language



How many of you say it...

1. Is NOT the absolute truth
2. IS the absolute truth
3. You have NO idea

(Vote for only one)



Know Thy Target Audience **Speak Their Language**



**“In the beginning was
the Word, and the
Word was with God,
and the Word was
God.”**

John 1:1



Know Thy Target Audience Speak Their Language



Now how many of you say it...

1. Is NOT the absolute truth
2. IS the absolute truth
3. You have NO idea



Know Thy Target Audience

The Stewardship Calling Model of the 4 Kinds of American Orthodox Christians



4 Kinds of Orthodox Christians

**Passion
for the
Faith**

**Intentional
Cradle
Orthodox**

**Intentional
Orthodox
Convert**

**Incidental
Cradle
Orthodox**

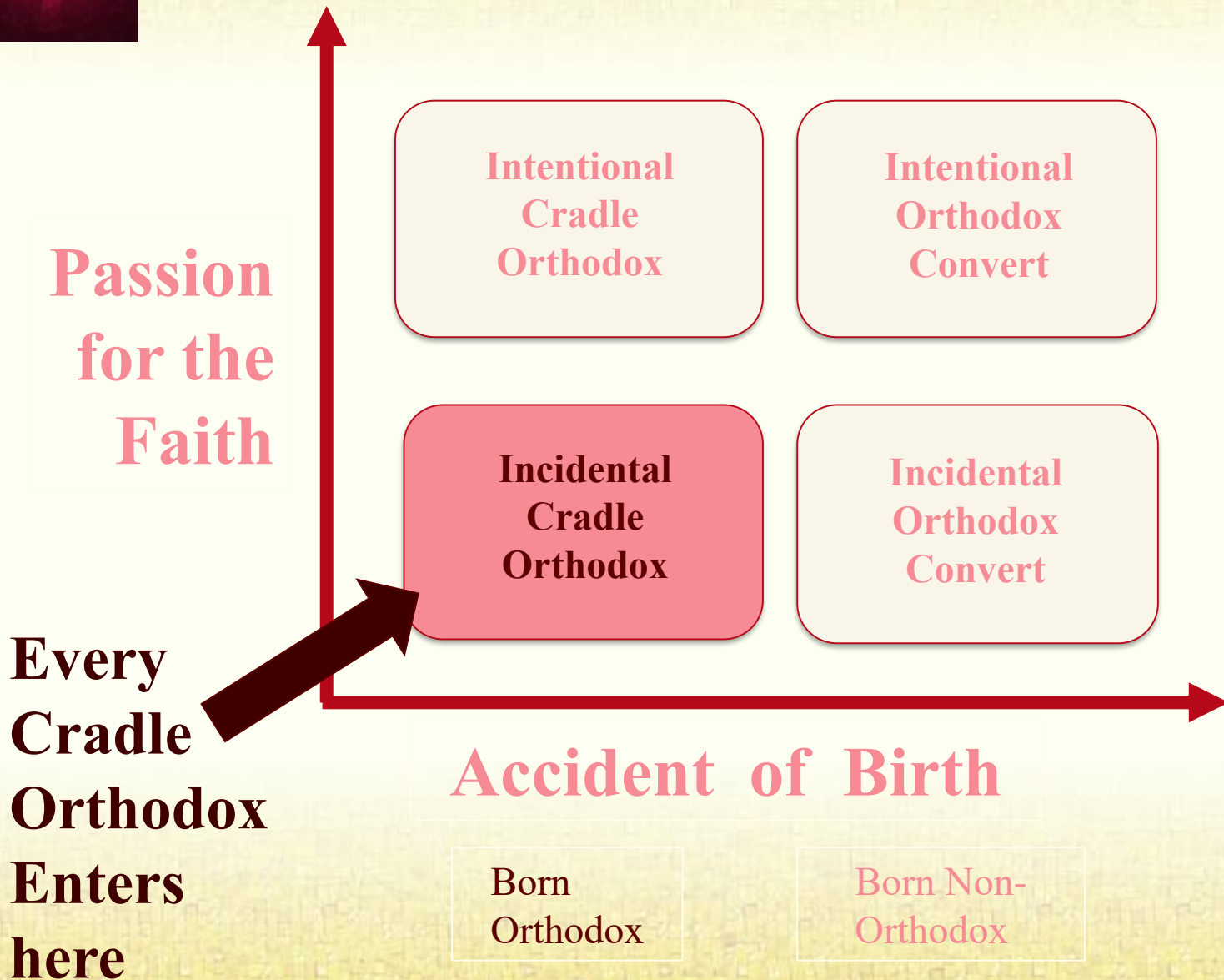
**Incidental
Orthodox
Convert**

Accident of Birth

Born
Orthodox

Born Non-
Orthodox

4 Kinds of Orthodox Christians



4 Kinds of Orthodox Christians



Some Cradle
Orthodox
move here

Passion
for the
Faith

Intentional
Cradle
Orthodox

Intentional
Orthodox
Convert

Incidental
Cradle
Orthodox

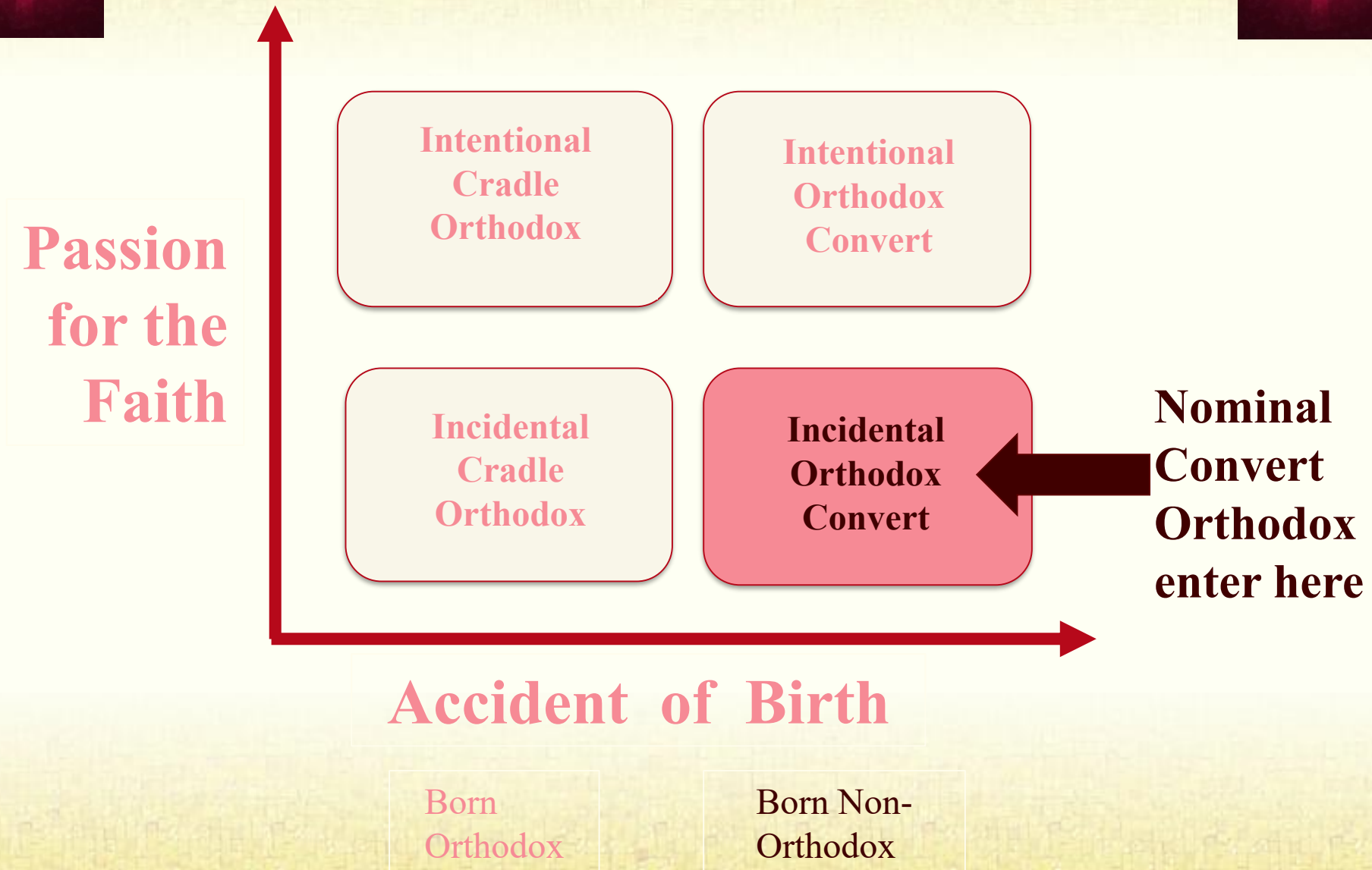
Incidental
Orthodox
Convert

Accident of Birth

Born
Orthodox

Born Non-
Orthodox

4 Kinds of Orthodox Christians



4 Kinds of Orthodox Christians

Passion
for the
Faith

Intentional
Cradle
Orthodox

Intentional
Orthodox
Convert

Incidental
Cradle
Orthodox

Incidental
Orthodox
Convert

**True
Convert
Orthodox
Seekers
enter here**

Accident of Birth

Born
Orthodox

Born Non-
Orthodox





Different Kinds of Messages Resonate Differently with the Different Kinds of Orthodox Christians

**Passion
for the
Faith**

**Intentional
Cradle
Orthodox**

**Intentional
Orthodox
Convert**

**Incidental
Cradle
Orthodox**

**Incidental
Orthodox
Convert**

Accident of Birth

**Born
Orthodox**

**Born Non-
Orthodox**

**‘one size fits all’ fits
no-one**





Teacher to Preacher to Reacher Formula



$$3K + 3P + 3A = \Delta$$

Know thyself (thy why)

Know thy target audience

Know thy content



KNOW THY CONTENT



- ~ “Begin with the end in mind.”
- ~ “1. Tell them what you’re going to tell them; 2. tell them; 3. tell them what you’ve told them.
- ~ What is the most effective way to deliver / communicate your message?
- ~ How many times have you proofed or rehearsed your content?
- ~ Have you received comments from competent trusted advisors?



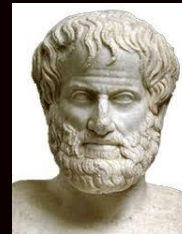
KNOW THY CONTENT



- ~ The more the personal interaction, the better (encourage Q&A and comments, but manage hijackers)
- ~ Use pleasing graphics, pictures, fonts, and provide footnotes and cross references and authorities
- ~ Videotape yourself
- ~ Memorize it (or use a teleprompter) to maximize eye contact
(NEVER READ)
- ~ Rehearse, rehearse, rehearse

"We are what we
repeatedly DO..."

"Excellence, then, is not
an act, but a HABIT"



Aristotle
384 B.C. – 332 B.C.



Teacher to Preacher to Reacher Formula



$$3K + 3P + 3A = \Delta$$

Know thyself (thy why)

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Know thy content



Teacher to Preacher to Reacher Formula



$$3K + 3P + 3A = \Delta$$

Personal communications

Passionate communications

Persuasive communications



Teacher to Preacher to Reacher Formula



$$3K + 3P + 3A = \Delta$$

Personal communications

Passionate communications

Persuasive communications



Personal Communications



~ **Storytelling:**

- 1. engages the entire brain;**
- 2. is highly-effective for learning and communicating**

~ **“65% of our conversations are made up of personal stories (and gossip).”**



Personal Communications



“And the disciples came and said to Him, ‘Why do You speak to them in parables?’ Jesus answered them, “To you it has been granted to know the mysteries of the kingdom of heaven, but to them it has not been granted...”

“Therefore I speak to them in parables; because while seeing they do not see, and while hearing they do not hear, nor do they understand. ”

Matthew 13:10-15 - Luke 8:9-10



Personal Communications



When you make it personal, you make it:

- ~ understandable**
- ~ realistic**
- ~ approachable**
- ~ achievable**
- ~ meaningful**
- ~ your voice**



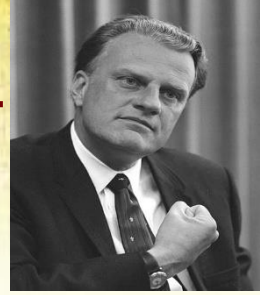
Personal Communications



- ~ Tell them a story they can understand and apply in their lives
- ~ Use real life (personal) examples that apply your key message
- ~ Provide context when helpful
 - + **Luke 15:4 - One Lost Sheep**
 - + **Matthew 6:25 - Don't worry about food, clothes...**



Personal Communications

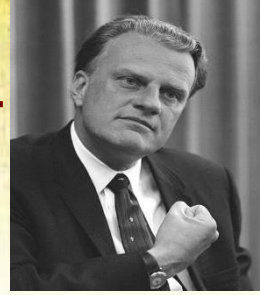


**As of 2008, Billy Graham's estimated
lifetime audience, (radio + TV)
> 2.2 Billion**

**> 3.2 million people accepted Billy
Graham Crusades invitations to
"accept Jesus Christ as their
personal savior"**



Personal Communications



- ~ A “Great Communicator” in “enemy territory” = TED talk to an audience hostile to religion (3 clips)
- ~ A humble and disarming beginning
- ~ A WHY challenge in the middle
- ~ A passionate and personal testimonial closing

A photograph of Billy Graham, an elderly man with white hair and glasses, wearing a patterned jacket over a white shirt and a dark tie. He is looking down and slightly to his left. The background is dark and out of focus.

Billy Graham at TED



Teacher to Preacher to Reacher Formula



$$3K + 3P + 3A = \Delta$$

Personal communications

Passionate communications

Persuasive communications



Passionate Communications



“The only reason to give a speech is to change the world.”



**John F.
Kennedy**



Passionate Communications



- ~ Most things sound/read better when delivered with passion
- ~ “*People ‘buy’ on emotions and justify with facts.*”
- ~ Passion creates:
 1. energy
 2. contagious enthusiasm
 3. passionate disciples



Passionate Communications



“The most successful TED talks are delivered by speakers who have a passion for their idea, and consequently deliver their talks with emotion and imagination.”

Chris Anderson, curator of TED conferences



Passionate Communications



- ~ A direct correlation between the presenter's “perceived passion” and the likelihood that people will do what is asked
- ~ Research shows passionate leaders:
 1. are more creative
 2. set higher goals
 3. exhibit greater persistence
 4. record better performance



Passionate Communications



- ~ ***“Passion is authentic and charismatic.”***
- ~ ***“We don’t fully trust people until we’ve seen them get emotional... because these moments allow us to take the measure of their values.”***
- ~ ***“...someone who is radiating a strong emotion is fascinating, eye-catching, and lit up in a special way that we call charismatic.”***

Dr. Nick Morgan - one of America’s top communication theorists and coaches and CEO of Public Words



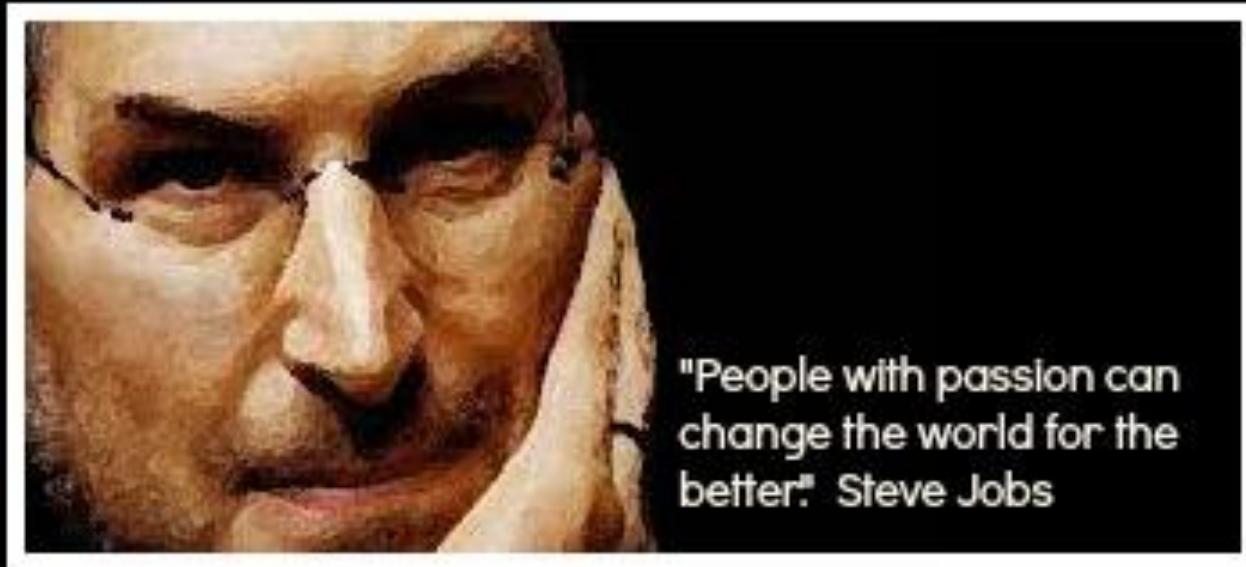
Passionate Communications



- ~ ***“Focus not on what you want to say but on why you’re giving the presentation ...”***
- ~ ***“Let the underlying emotion come out in every word you deliver...”***
- ~ ***“Then raise the stakes... Imagine that somebody in the audience has the power to take everything away from you unless you win him/her over with your passionate argument.”***

November 2008 Issue of ***Harvard Business Review*** - “How to Become an Authentic Speaker” – Nick Morgan, president and founder of Public Words and author of *Power Cues: The Subtle Science of Leading Groups, Persuading Others, and Maximizing Your Personal Impact.*

Passionate Communications





Teacher to Preacher to Reacher Formula



$$3K + 3P + 3A = \Delta$$

Personal communications

Passionate communications

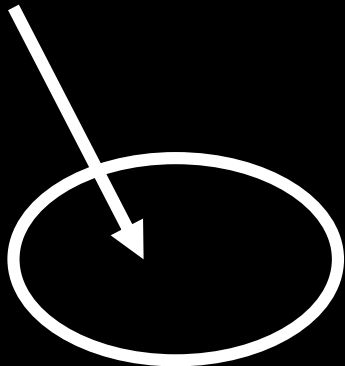
Persuasive communications



**Please Allow Me To Make
Some Of You Feel
Uncomfortable Because
I Want To Help You**



*Your
comfort
zone*



*Where
the Magic
Happens*





The Power of Persuasion



Persuasion vs. Manipulation

- ~ Manipulation involves the dishonest presentation of information
- ~ Persuasion requires education and information to help inform desired behavior



Persuasive Communications Magic WAP



~ As it turns out, humans are hard-wired biologically, psychologically and socially to react to certain magic Words, Actions and Phrases (the “Magic WAP”)



“Magic WAP”



Words

Actions

Phrases



“Magic WAP”



Words

Actions

Phrases



Magic WAP - Words



Your momma was right, the power of “PLEASE” and THANK YOU”

“A sincere ‘Thank You’ ... results in a 50% increase in the amount of additional help being offered as a result of the appreciation...”

A study on gratitude and generosity by Francesca Gino and Adam Grant of Harvard Business School and Wharton.



Magic WAP - Words



The power of “BECAUSE”

Using “because” substantially increases the likelihood of people doing what you want

A 1989 study by Harvard social psychologist Ellen Langer cited in Influence: The Psychology of Persuasion, by Robert B. Cialdini



Magic WAP - Words



The power of “BECAUSE”

“Excuse me, I have five pages. May I use the Xerox machine?” = 60% OK

“... because I’m in a rush” = 94% OK

“...because I have to make some copies” = 93% OK

“Because” worked better even where there really wasn’t a good reason



Magic WAP - Words



~ Sometimes the words have meaning to you, but not to your target audience

~ What's a: **“BONGO?”**



Magic WAP - Words



“BONGO”





Magic WAP - Words



“BONGO”





Magic WAP - Words



“BONGO”





Magic WAP - Words



~ Avoid **“BONGO”**

**words, phrases, abbreviations or
acronyms not commonly used or
understood**



Magic WAP - Words



~2 great, short talks on “*Words That Matter*” (the science of communications and influence) from Harvard professors:

Dr. Steven Pinker

Dr. Robert Cialdini

<https://www.youtube.com/watch?v=bJPPVDnvhRs>



“Magic WAP”



Words

Actions

Phrases



The Power of Persuasion



**~2 Additional Great Videos on the
power of persuasion:**

- **<https://www.youtube.com/watch?v=cFdCzN7RYbw>**
- **<https://www.youtube.com/watch?v=cFdCzN7RYbw>**



Magic WAP – Actions

7 Principles of Persuasion



- 1. Reciprocity**
- 2. Liking**
- 3. Consensus (Social Proof -
Social Norms)**
- 4. Authority**
- 5. Scarcity**
- 6. Commitment & Consistency**
- 7. Unity**

Influence: The Psychology of Persuasion, by Robert B. Cialdini.



7 Principles of Persuasion



1. Reciprocity

~ People say yes to those they owe

~ Personalizing the offer makes people feel special

~ Reciprocity is amplified if you go first and the favor is:

1. meaningful

2. unexpected

3. tailored and/or personalized



7 Principles of Persuasion




1. Reciprocity - The Waiters Experiment

(a) Just presented the bill = baseline

(b) Give them 1 mint each = tips  3.3%

(c) Give them 2 mints each = tips  14.1%

(d) Give 1 mint each – walk away – come back and say “for you nice people here’s a 2nd mint each” = tips  21.3%



7 Principles of Persuasion



2. Liking

- ~ We prefer to work with, and say “yes” to, likeable people/friends who have helped us or people similar to us
- ~ Genuine compliments/praise help
- ~ Physical attractiveness leads to liking (i.e., make your materials attractive and well-designed)
- ~ Use social media platforms to create “intimate” conversations with your target audience and form relationships with them



7 Principles of Persuasion



3. Consensus – Social Proofs/Norms

~ People who are uncertain follow what similar people around them do or say

~ HOTEL RECYCLING CARD STUDY

#3 save water / the planet 16%

#2 “the majority of people who stay at our hotel recycle towel at least once” 44%

#1 “the majority of people who stayed in your room recycle towels at least once” 49%



7 Principles of Persuasion



3. Consensus – Social Proof/Norms

Approval from the following matters:

- ~ Experts - in the relevant field
- ~ Users - past users ratings/reviews testimonials
- ~ “Wisdom of crowds” – large groups of other people
- ~ Peers - friends and people you know
- ~ Celebrities - paid or unpaid

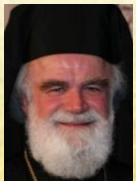


7 Principles of Persuasion



4. Authority

- ~ people say yes to requests consistent with the counsel of legitimate experts
- ~ Titles – Positions of power or experience (degree – where)
- ~ Clothes – Superficial cues that signal authority
- ~ Trappings – Accessories / indirect cues that accompany authoritative roles



(Metropolitan jury duty waiver)



7 Principles of Persuasion



5 . Scarcity

- ~ people say yes to scarce, rare or dwindling opportunities
- ~ people want more the things they can have less of
- ~ inform people of unique features or how uncommon and rare something is
- ~ “Limited time” - “One of a kind” - “In high demand” - “almost full”

Coke's 1985 announcement

eBay auctions - Hotels.com booking



7 Principles of Persuasion



6 . Commitment and Consistency

- ~ People say “yes” to requests aligned with their existing public actions / commitments / statements
- ~ Reward your audience for investing their time in you
- ~ Ask people to make a “small step” in your direction and they will do more things to be congruent (e.g., “like” - forward email - share with their friends, contribute, etc.)
- ~ Encourage public commitments

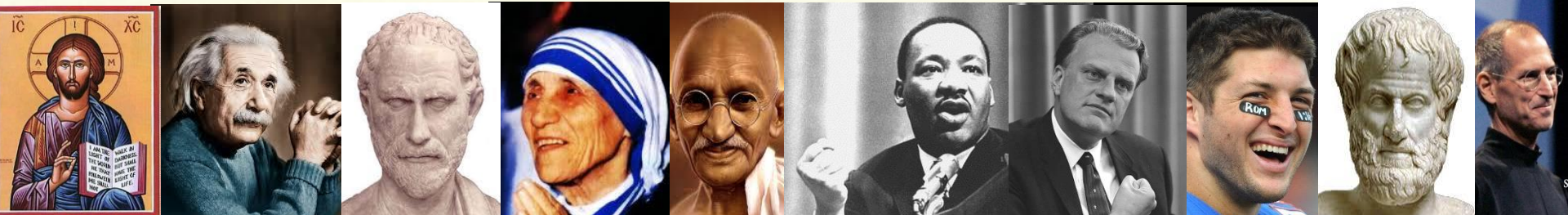


7 Principles of Persuasion



7. Unity - (a recent addition)

- ~ The more we share an identity with someone, the more we will say yes to them
- ~ Point to areas of genuine commonality
- ~ Seek to be a “Reacher” of people “who believe what you believe”





“Magic WAP”



Words

Actions

Phrases



Magic WAP - Phrases



- ~ People prefer to act on their free will
- ~ These phrases remove a sense of freedom which people seek to take back by actually doing what is asked:
 - ~ *“You will probably refuse, but...”*
 - ~ *“Do not feel obligated, but”*
 - ~ *“Do as you wish, but...”*



Magic WAP - Phrases



- As it turns out, the phrase “*as it turns out*” is a very persuasive phrase
- It implies what comes next is an indisputable fact and/or the result of empirical research
- The “most watched” TED Talks generally have at least one “*as it turns out*” moment



Teacher to Preacher to Reacher Formula



$$3K + 3P + 3A = \Delta$$

Personal communications

Passionate communications

Persuasive communications



Teacher to Preacher to Reacher Formula



$$3K + 3P + 3A = \Delta$$

Action desired

Action steps

Action reward



ACTION!



An Effective REACHER:

- ~ Explains:
 1. what they want you to do,
 2. how to do it, and
 3. how it will make you feel
- ~ Provides a road map with some options
(not everyone takes the same path)
- ~ Creates a “feedback loop” to build rapport, and share successes, transparency and accountability

Bill's “Talents Accounting”(Matthew 25:14-30)



ACTION!

You need a plan!



- ~ People complete tasks faster when they develop concrete implementation intentions. ¹
- ~ People with concrete plans follow through more often than those with merely a high-level theory. ²
- ~ Productivity increases when high-level tasks are broken down into more concrete steps. ³

¹ (Allen 2002; Amabile and Kramer 2011; Gollwitzer 1996; Leventhal et al. 1965; Luszczynska 2006; Milkman et al. 2011)

²(Milkman et al. 2011; Luszczynska 2006)

³(Ahmad et al. 2011; Amabile and Kramer 2011; N Kokkalis 2013)

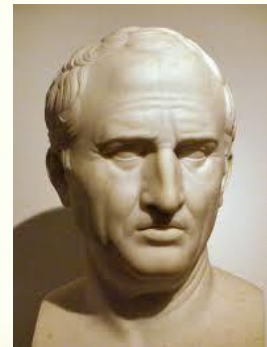


ACTION!

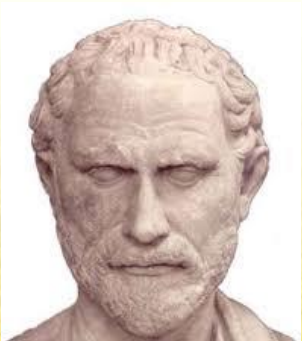


~ As it turns out, the most effective Reachers give a passionate and concrete call to Action with a step by step plan to achieve a positive and rewarding result

*“When Cicero spoke people said:
‘How well Cicero speaks!’ ”*



“...but when Demosthenes spoke they said, ‘Let us go march!’ ”





Words may inspire, but only ACTION creates change. Most of us live our lives by accident - we live life as it happens. Fulfillment comes when we live our lives on purpose.

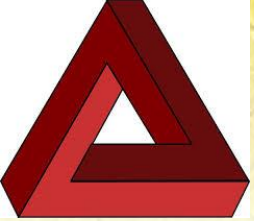
— *Simon Sinek* —



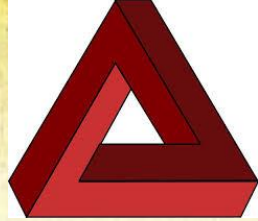


A Couple Of Cautions





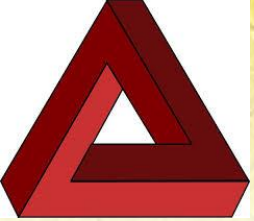
Groupthink



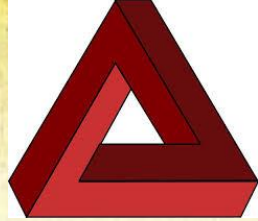
Groupthink = “a psychological drive by a group to minimize conflict and reach a decision without critical evaluation of alternative viewpoints by actively suppressing dissenting viewpoints, and by isolating themselves from outside influences.”

~ William H. Whyte, Jr. – Fortune Magazine 1952

~ Dr. Irving Janis - Groupthink: Psychological Studies of Policy Decisions and Fiascoes



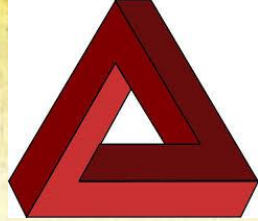
The 2-4-6 Paradox



- ~ We often stop looking for (or exclude) data, experiences and research that is inconsistent with our pre-conceived theories
- ~ Thus, our conclusions are faulty, sub-optimal and lack credibility when assessed by objective listeners



The 2-4-6 Paradox



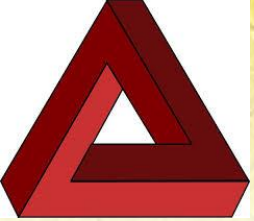
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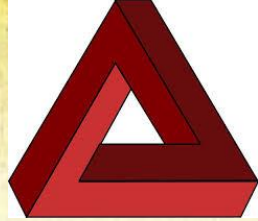
The 2-4-6 Paradox

***“We all fool ourselves
from time to time in order
to keep our thoughts and
beliefs consistent with
what we have already
done or decided.”***

Influence: Science and Practice by Dr. Robert Cialdini



The 2-4-6 Paradox



“It is a capital mistake to theorize before one has data.”



Sherlock Holmes, “A Study in Scarlett” (Sir Arthur Conan Doyle).



What Do People Read?

Empirical research on website reading:

**~ 79% of our test users
merely scanned any
new page they came
across**

**~ only 16% read word-by-
word**

Nielsen Norman Group - Dr. Jakob Nielsen with co-founder Dr.
Donald A. Norman (former VP of Research at Apple Computer)



What Do People Read?

So, web pages and bloggers should employ scannable text, using:

- highlighted keywords
- meaningful (not “clever”) sub-headings
- bulleted lists
- one idea per paragraph (users skip additional ideas)
- the inverted pyramid style, starting with the conclusion
- half the word count (or less) than conventional writing



A Final Thought



**FINAL
THOUGHT**



The TED Talks Motto

“Ideas Worth Spreading”



i.e., be a Reacher



4 TED TALK Secrets From The Best Presentations¹



- 1. Pick one single idea and explain it**
- 2. Give your listeners a reason to care**
- 3. Build your idea piece by piece**
- 4. Make your idea worth sharing**

¹ Interview of TED Curator Chris Anderson:

https://www.ted.com/talks/chris_anderson_teds_secret_to_great_public_speaking

Clay Christensen on Religious Freedom

How to Explain the Importance of the Church in Less Than 1.5 Minutes

<https://www.youtube.com/watch?v=YjntXYDPw44>







ANCIENT FAITH MINISTRIES

One Team



One Dream





The Power of the Team



***“Two are better than one,
because they have a good return
for their labor.***

***If either of them falls down,
one can help the other up.***

***But pity anyone who falls
and has no one to help them
up.”***

Ecclesiastes 4:9-10

Stewardship Calling

What are you doing with all of the gifts God has given you?

Download this presentation at:
www.stewardshipcalling.com in
the Upcoming Programs tab

WHY?

EFFECTIVE CHURCH MODEL – THE 4 CRITICAL DIMENSIONS

STEWARDSHIP

CHURCH STRATEGIC PLANNING

PODCASTS / INTERNET RADIO

SPIRITUAL – LEADERSHIP RETREATS

BLOG

RESOURCES

UPCOMING PROGRAMS

TESTIMONIALS

IT'S NOT ABOUT ME

IN LOVING MEMORY OF BESS MARIANES

OCA – HARRISBURG, PA

ANCIENT FAITH RADIO
CONFERENCE

TUCSON EFFECTIVE CHURCH
MODEL PROGRAM

DYNAMIS – ATLANTA
METROPOLIS

CLEVELAND PARISHES
PROGRAM



ANCIENT FAITH MINISTRIES

Ancient Faith Radio Conference

Did you ever wonder why some people inspire us to follow them and take action, while others put us to sleep. As it turns out, there is a formula you can use if you want to become persuasive and help people achieve something worth doing. The journey takes you from being a Teacher, through being a Preacher, to actually becoming Reacher.

Teachers are informational (they provide information), Preachers are inspirational (they inspire us with their information), but it is the Reachers

Subscribe

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Join 87 other subscribers

Email Address



AND NOW BACK TO
OUR REGULARLY
SCHEDULED
PROGRAMMING

Now What?



Take A Risk ~ Make A Change



Take A Risk ~ Make A Change

If anyone ever asks you, "What Would Jesus Do?"



Remind them that flipping over tables and chasing people with a whip is within the realm of possibilities.

Matthew 21:12

Luke 19:45

Mark 11:15

John 2:15

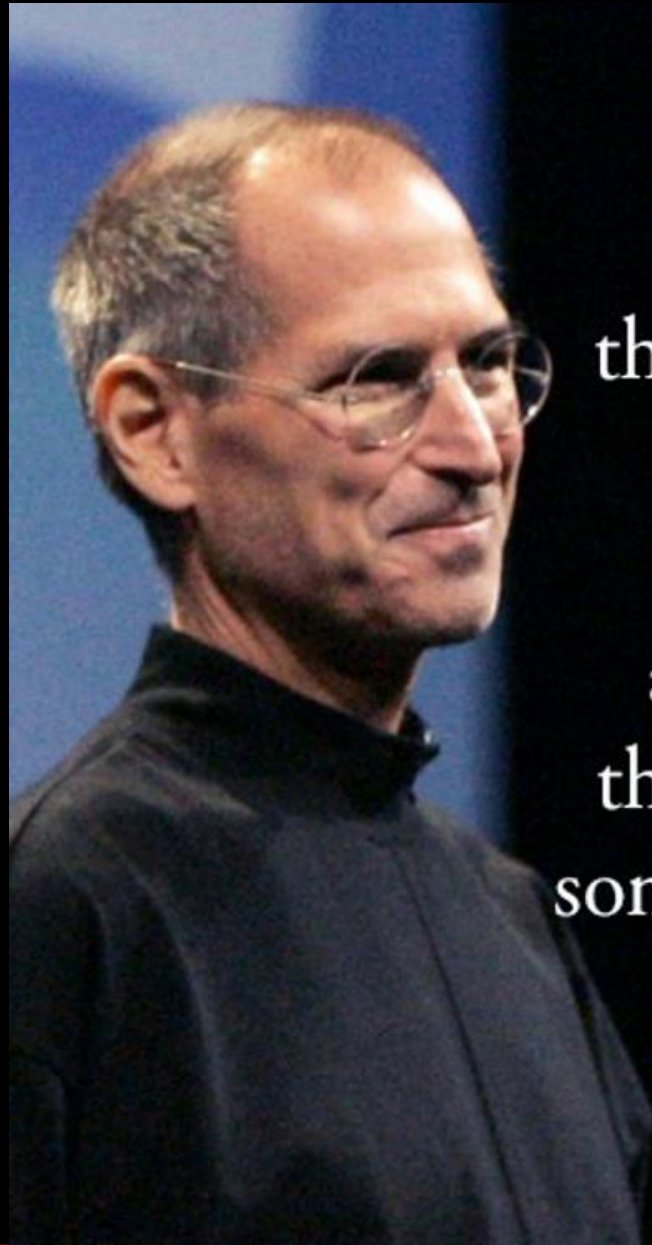
Take A Risk ~ Make A Change

***“Leaders of a Church
will either be risk
takers, caretakers or
undertakers.”***



**Pastor Rick
Warren**

Take A Risk ~ Make A Change



"Remembering
that you are going
to die is the best
way I know to
avoid the trap of
thinking you have
something to lose."

-- Steve Jobs

Take A Risk ~ Make A Change

**Don't measure yourself by
what you have accomplished,
but by what you should
have accomplished with your
ability.**

**Coach John
Wooden**



Won 10 NCAA
national basketball
championships in 12
years – 7 in a row

Take A Risk ~ Make A Change

~~~~~  
*“If the rate of change on the outside  
exceeds the rate of change on the  
inside, the end is near.”*  
~~~~~

“Change before you have to.”



Jack Welch

Chairman & CEO -
General Electric



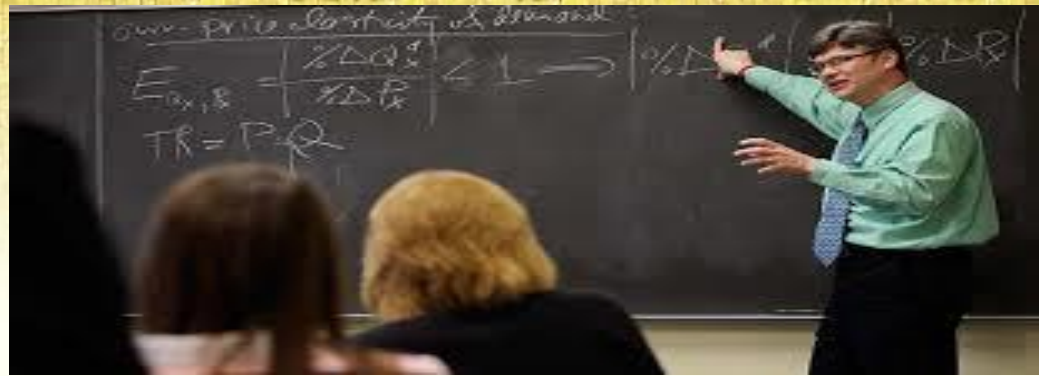
Church Leaders



“The most basic task of the Church leader is to discern the spiritual gifts of all those under his authority, and to encourage those gifts to be used to the full for the benefit of all.

Only a person who can discern the gifts of others and can humbly rejoice at the flowering of those gifts is fit to lead the Church.”

Teacher =



Preacher =



Reacher =



Teacher = Informational
10 watt bulb



Preacher = Inspirational
100 watt bulb



Reacher = Transformational
1,000 watt floodlight





Teacher to Preacher to Reacher Formula



$$3K + 3P + 3A = \Delta$$

Know thyself (thy why)

Know thy target audience

Know thy content



Teacher to Preacher to Reacher Formula



$$3K + 3P + 3A = \Delta$$

Personal communications

Passionate communications

Persuasive communications



Teacher to Preacher to Reacher Formula



$$3K + 3P + 3A = \Delta$$

Action desired

Action steps

Action reward



Teacher to Preacher to Reacher Formula



$$3K + 3P + 3A = \Delta$$

**Δ = desired
transformational action**

“Begin with the end in mind.”

Stephen Covey

***“You must be the
change you wish to
see in the world.”***



**Mahatma
Gandhi**

***“The best time to
plant a tree was
20 years ago.***

***The second best
time is today.”***

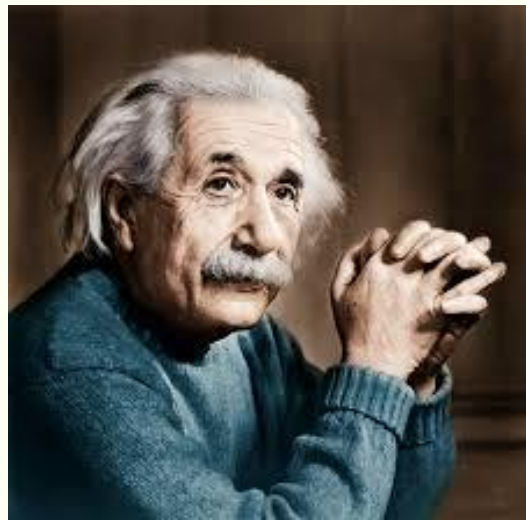


Old Chinese Proverb

“Logic will get you from A to B.

***Imagination will take you
everywhere.***

***Imagination is more important than
knowledge.”***

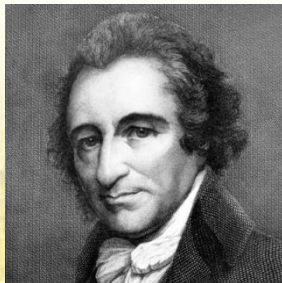


Albert Einstein

***“Either lead, follow
or get out of the way.”***



- Ted Turner
- General George S. Patton
- Lee A. Iacocca
- Thomas Paine
- Bill Marianne



So, given what you've heard today,
which one is it:

the **green** pill = Teacher
the **red** pill = Preacher
the **blue** pill = Reacher



(choose wisely)

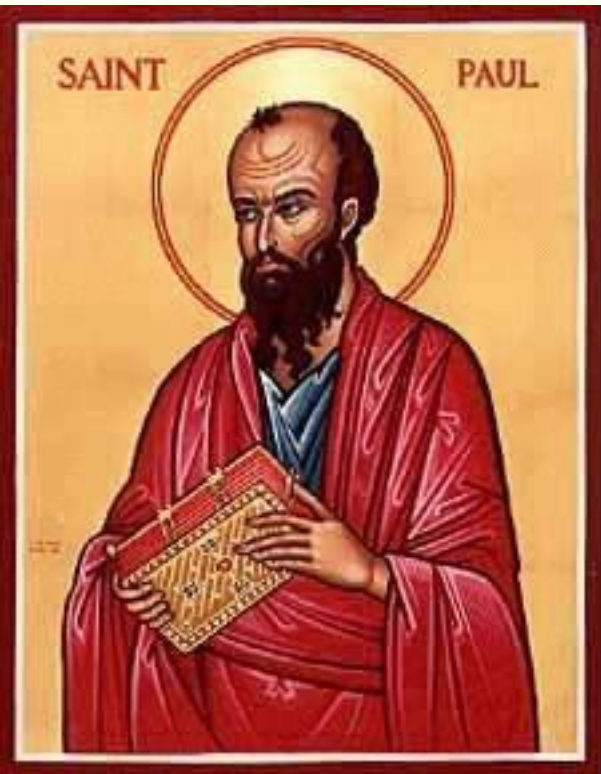


**Because what
may hang in the
balance is a:**

**“GOOD ACCOUNT
before the
awesome
judgment seat of
CHRIST”**



Your Stewardship Calling

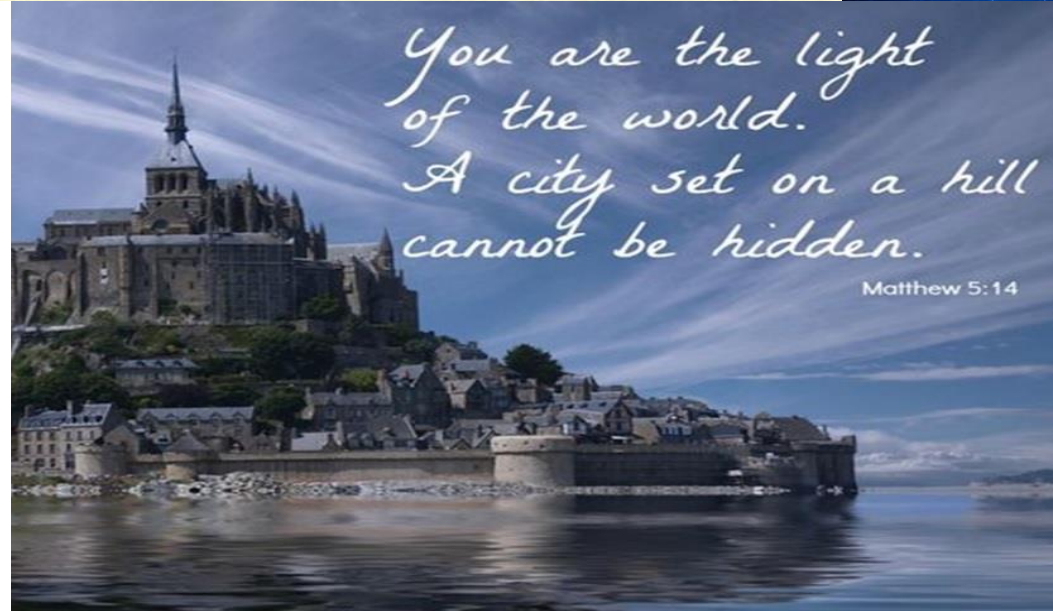


“...I beg you to lead a life worthy of the calling to which you have been called...”

Ephesians 4:1

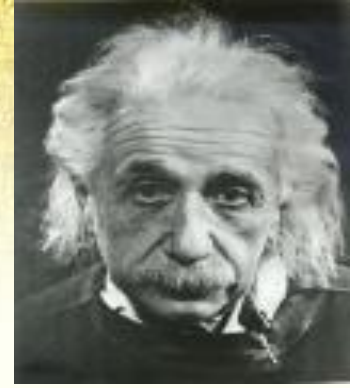


You Are A Human Light Bulb



“Let your light so shine before men, that they may see your good works and glorify your Father in heaven.”

Albert's Insight



❖ What was Albert Einstein's greatest contribution?

~~❖ $E=mc^2$~~

***“NOTHING HAPPENS UNTIL
SOMETHING MOVES”***

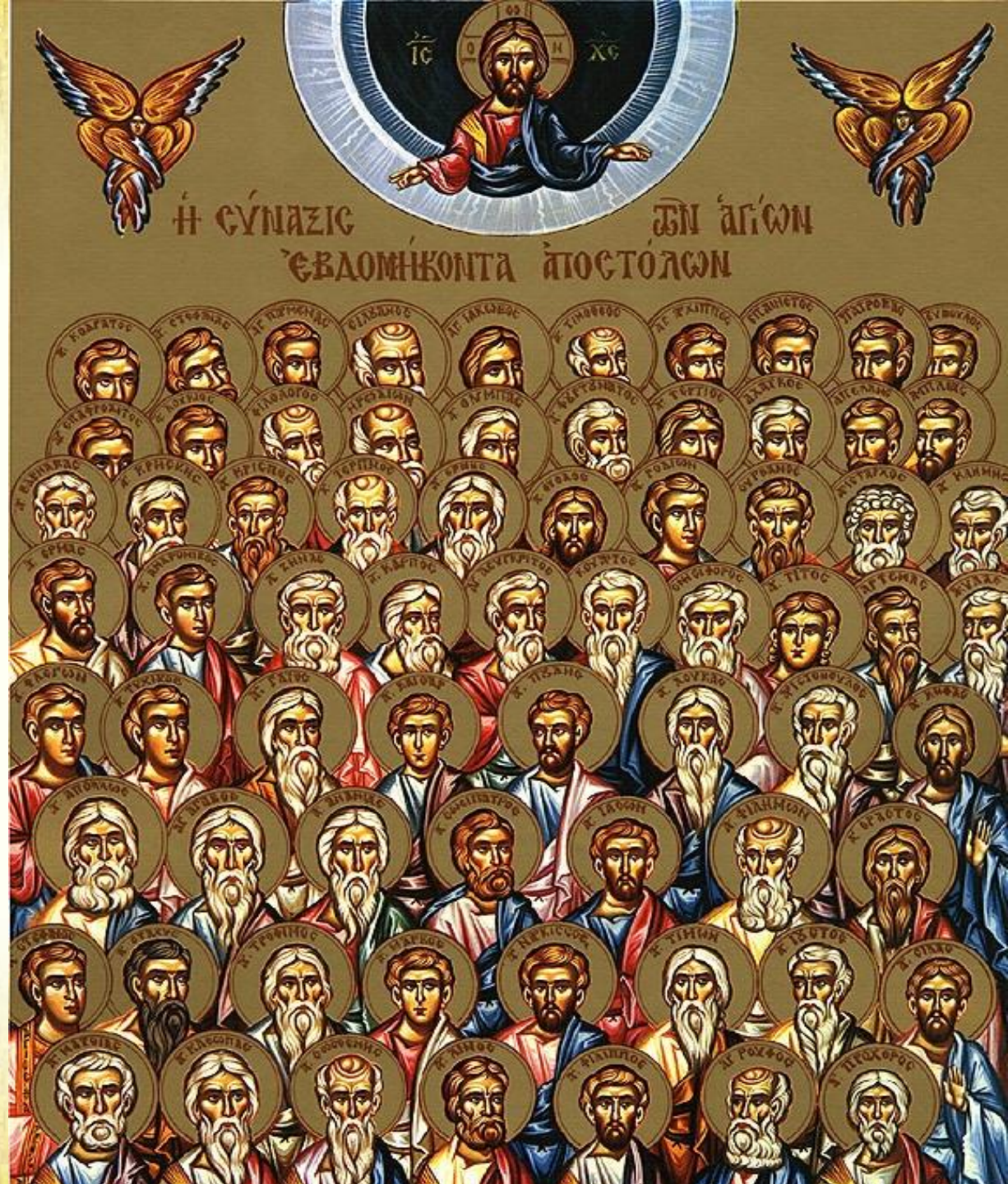
The Marianes Corollary



***“NOTHING HAPPENS UNTIL
SOMEBODY MOVES”***

***You have
been
called as
one of
the 70
Disciples***

Luke 10:1





Extra Web Content



**What Instructions Did
Jesus Christ Give His
“Human Light Bulb”
Disciples (including us)?**



Christ's Final Instructions



Christ's Great Commandment

“That you love one another; as I have loved you”

John 13:34-35

Christ's Great Commission

“Go therefore and make disciples of all the nations”

Matthew 28: 18-20



Christ's Great Commission Instructions



“... and you shall be witnesses to Me in Jerusalem, and in all of Judea and Samaria, and to the end of the earth.”





Your Great Commission Map



Antiochian
Village



The Ends of the Earth

**Samaria is
only about
35 miles
North of
Jerusalem**



**Bolivar, PA
is only
about
5,921 miles
West of
Jerusalem**



A Provocative Thought About Your Personal Jerusalem



- What if YOUR Jerusalem is wherever YOU are ?
- How are YOU doing at making Disciples in YOUR Jerusalem?



Work

Friends



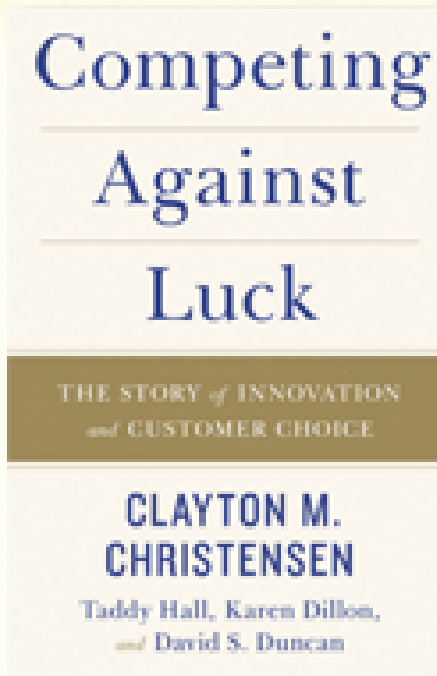
Family

Community





KNOW THY TARGET AUDIENCE



**“What job
does your
content
perform?”**

See a short explanation:

<https://www.youtube.com/watch?v=f84LymEs67Y>



KNOW THY TARGET AUDIENCE



**So take some time to think about
your Target Audience and specifically:**

- ~ WHO is your target audience**
- ~ WHY they care about your message**
- ~ WHAT you want them to learn/do**
- ~ HOW you can best communicate
with and reach them**





KNOW THY TARGET AUDIENCE



**So take some time to think about
your Target Audience and specifically:**

- ~ WHO is your target audience**
- ~ WHY they care about your message**
- ~ WHAT you want them to learn/do**
- ~ HOW you can best communicate
with and reach them**





Passionate Communications



Passion is chemically produced in us:

- ~ Endorphins (builds endurance) - designed to mask physical pain)
- ~ Dopamine (helps us get things done - a feeling of accomplishment after tangible goals) = highly addictive (e.g., alcohol, nicotine, drugs, gambling, cell phones)
- ~ Serotonin (fosters feelings of pride, status, interpersonal relationships) - the “leadership chemical”)
- ~ Oxytocin (fosters feeling of love, trust, friendship, safety) = hugs, handshakes and acts of generosity
- ~ Cortisol (stress hormone) = BAD!



Why Leaders Eat Last

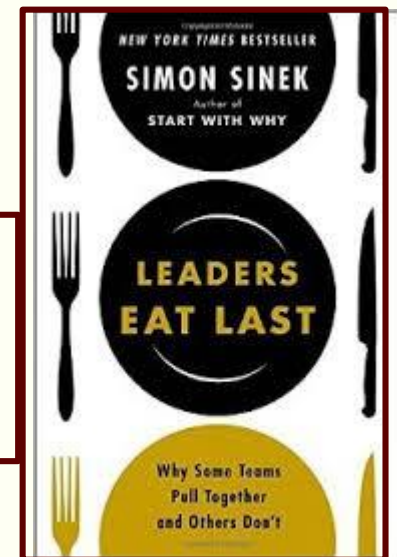


Marine leaders are expected to eat last because the true price of leadership is the willingness to place the needs of others above your own.

-Simon Sinek, Leaders Eat Last



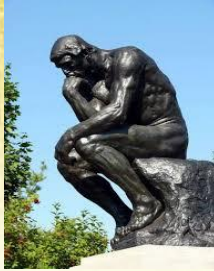
Fantastic passionate leadership book



Fantastic passionate leadership video:
<https://www.youtube.com/watch?v=ReRcHdeUG9Y>

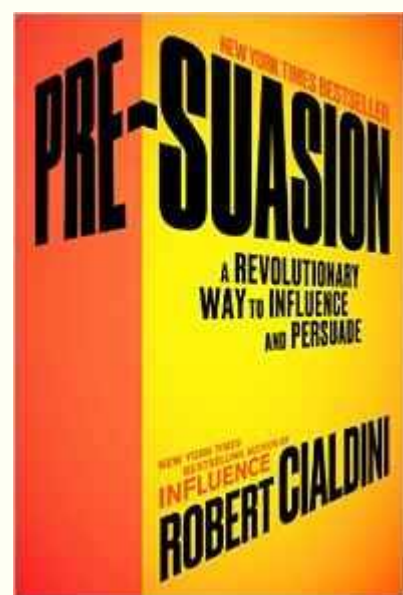


The Power of PREsuasion



~ Getting people sympathetic to your message before they experience it

~ What you say first (before your message starts), or the environment around you, is a great influencer





The Power of PREsuasion



- ~ The beginning cue sets the stage, and top of mind shapes peoples' perspectives of whatever comes next
- ~ Start with a mystery story = enhances listening
- ~ Before a job interview, ask: *“Why did you bring me in today? What about my qualifications made me an attractive candidate?”*
- ~ The location can shape the result:
 - +People voting at churches, vote for more Republicans
 - +People voting at schools, vote for more Democrats



Magic WAP - Actions



It's all about Persuasion:

**The ability to present ideas
in order to move someone
your way and get them to
agree with you**



The TED Talks Motto

“Ideas Worth Spreading”



i.e., be a Reacher



4 TED TALK Secrets From The Best Presentations¹



1. Pick one single idea and explain it
 - ~ state your core message in one sentence that gets people thinking
 - ~ give context
 - ~ give examples
 - ~ make it vivid

¹ Interview of TED Curator Chris Anderson:

https://www.ted.com/talks/chris_anderson_teds_secret_to_great_public_speaking



4 TED TALK Secrets From The Best Presentations



2. Give your listeners a reason to care

- ~ Curiosity is the key before you can build anything in their minds
- ~ use provocative questions to get the audience to think about a disconnect in their world view
- ~ Offer a way to bridge the knowledge gap



4 TED TALK Secrets From The Best Presentations



3. Build your idea piece by piece

~ start where the audience already is and use:

(a) concepts they already understand

(b) their language

(c) metaphors to reveal the shape and pattern

~ test your talk on trusted friends to see what resonates, and what does not, and why



4 TED TALK Secrets From The Best Presentations



4. Make your idea worth sharing

- ~ who does this idea benefit
- ~ who can it inspire
- ~ how can it make a difference
- ~ *“Don’t assume just because you have something to say, you have something worth saying.”*

Mr. Futch’s Great Wisdom

“Always tell the truth... but you don’t always need to be a tell’n it!”

I am Known for:

**General relativity and
special relativity**

Photoelectric effect

Mass-energy equivalence

Theory of Brownian Motion

Einstein field equations

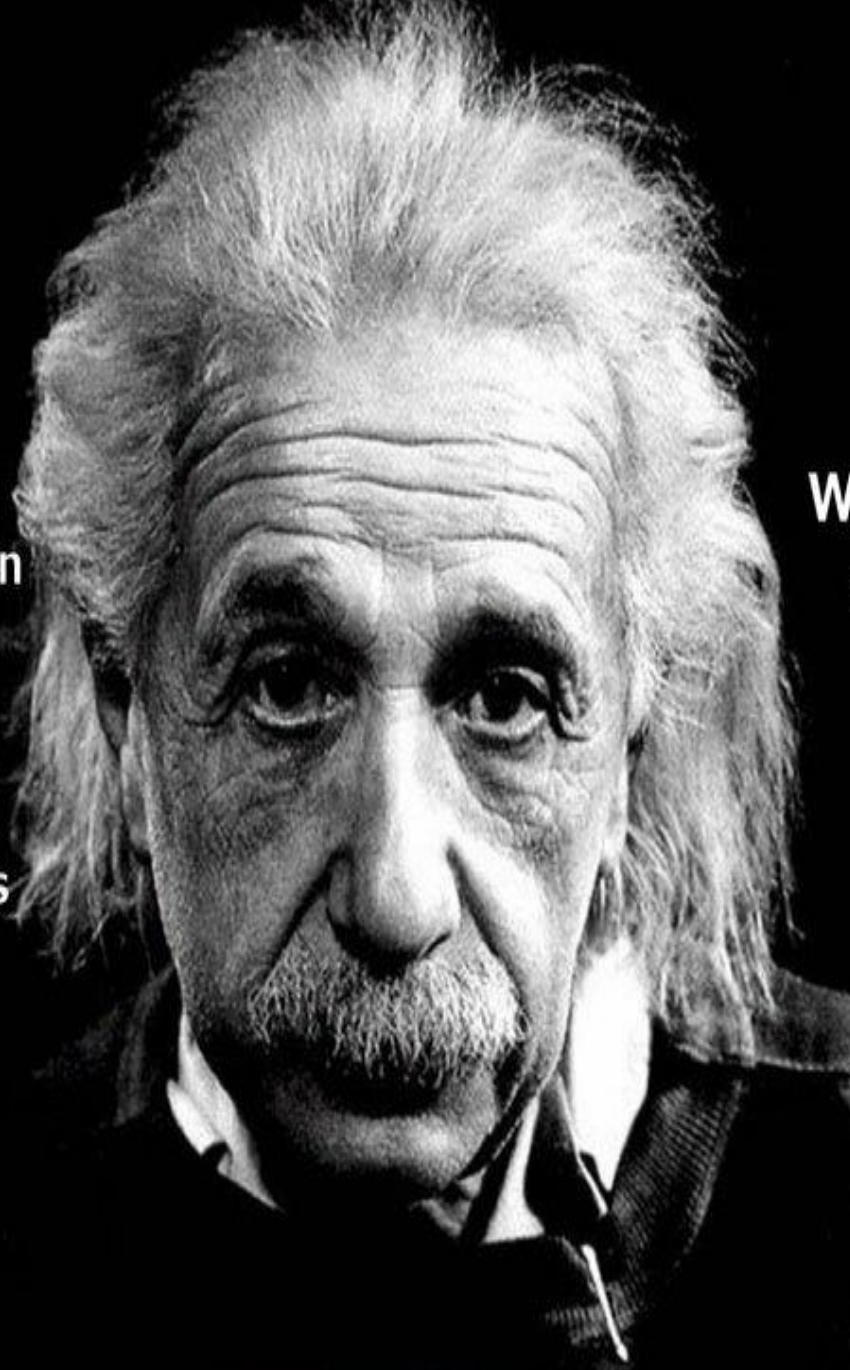
Bose-Einstein statistics

Bose-Einstein condensate

Bose-Einstein correlations

Unified Field Theory

EPR paradox



**What would you like
to be known for?**