

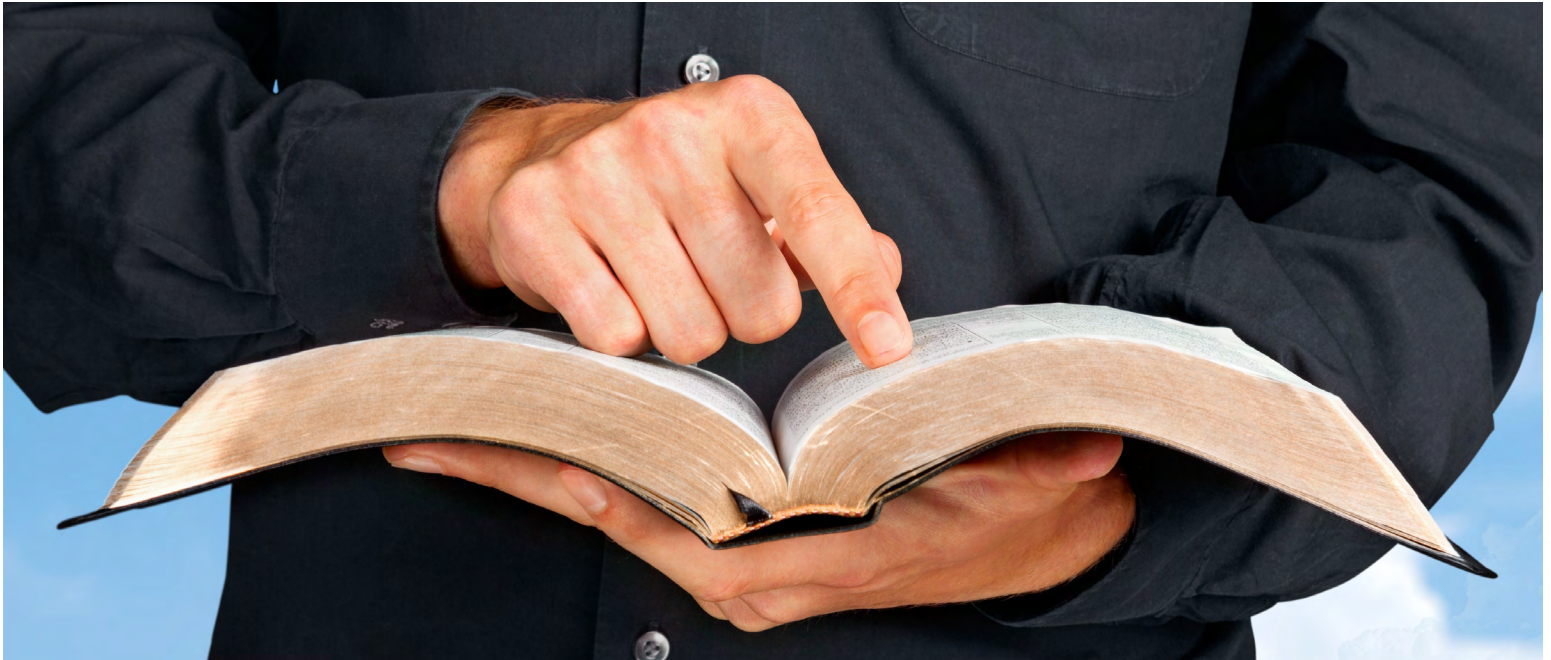


Spring 2016

BAYLOR TRUETT SEMINARY

Kyle Lake Center for Effective Preaching

THE PREACHER'S BRIEFING



This Month: More Readings to Aid the Effective Preacher

Welcome to the second issue of **The Preacher's Briefing**. This issue contains still more tips on fascinating articles in journals, magazines, etc. meant to stimulate your thinking about preaching and, in some cases, provide rich content for sermons. Each entry contains a brief summary of each article and a link that takes you directly to the full article.

In this issue, you will find articles about how to read more and more wisely (even without more time), how more is actually less and less is actually more (ramifications for preaching?), how color and design can actually change the way we taste things (implications for the way we package things?), a hardware store that's reaching out to refugees, the incredible importance of reputation (won over a lifetime, lost in a minute), learning generosity from the poorest of the poor, a Tumblr started by a 15-year-old that is cataloguing final messages received before death (3500 so far), a Michigan couple offering free music lessons to at-risk children (130 so far), how

the way we live may undermine the vision we wish to communicate, and this is just the beginning. There is a rich harvest for every preacher in this and every issue.

We'll see you again May with another issue. Until then, we remain,

Yours for effective preaching!

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How to Read More Books

Reading books offers significant mental and physical health benefits, but it's tough to find time to read. You can read more books by scheduling reading time in your schedule, learning to read faster, and being more selective with books, dropping the ones that don't capture your attention right away.

Source: <http://bit.ly/1RGVyk3> | ggu.com

Facebook Simulates Slower Speeds of Emerging Markets

As Facebook seeks to reach users in emerging markets who primarily rely on cell phones with 2G internet connections, employees at Facebook headquarters can now choose to simulate slower connection speeds on their phones. The program is called 2G Tuesday, and employees can opt in for an hour of slower connection speeds in order to better understand how features from Facebook load on a slower connection.

Source: <http://on.mash.to/1Ws2tmG> | [Mashable](http://Mashable.com)

Design and Color Impact the Taste of Food

When Coke temporarily released white cans of soda, customers complained that the company had changed the formula and that the soda did not taste as sweet. However, that perception was simply fueled by the fact that red is associated with sweeter tastes. Charles Spencer of Oxford University has demonstrated that the design and color of product packaging can impact the experience of the product.

Source: <http://bit.ly/1Ws3dlk> | [Fast Co Design](http://FastCoDesign.com)

Post-Season Star for the Mets Praises Others Ahead of Himself

Daniel Murphy, a star for the New York Mets during baseball's post-season was criticized earlier in the season for taking time off to be with his wife and newborn daughter. However, after hitting several timely home runs in the post-season, Murphy has been all over the news. Early in his career, Murphy, a committed Christian, had asked a pastor for advice about honoring God through his career. Murphy was advised to praise others ahead of himself, something he consistently does during post-game interviews.

Source: <http://bit.ly/1Ws3POa> | [Baptist Press News](http://BaptistPressNews.com)

Norwegian Village Believes There's No Bad Weather

A village in the northern reaches of Norway believes that there's no such thing as bad weather, only bad clothing. While many people struggle with depression during the winter, this village makes a point of enjoying the winter, bundling up for outdoor activities, community events, and intentionally spending time under blankets and with warm drinks. They seek community together and appreciate the changes in season, such as the glow along the horizon when the days are particularly short.

Source: <http://bit.ly/1SddSA5> | [Fast Company](http://FastCompany.com)

Use Negativity as Fuel for Change

Negativity isn't necessarily a bad thing. Rather, how we express our negative emotions causes most of our problems. A negative emotion or thought means that something in the past has gone wrong or you've held on to an experience for too long. However, negativity can help you highlight what's wrong and then take steps toward meaningful change.

Source: <http://bit.ly/1PqAorz> | [Management Issues](http://ManagementIssues.com)

Story of Last Midway Dive Bomber Pilot Recorded

Norman Kleiss is the last surviving American dive bomber pilot who participated in the Battle of Midway. The WWII battle that turned the tide against Japan resulted in the loss of four Japanese aircraft carriers, and Kleiss placed bombs on two of them because of his superior eyesight. Kleiss was nicknamed "Dusty" by his fellow pilots because of a dusty landing in a field during a training mission.

Source: <http://cnn.it/1HKSixi> | CNN

Legacy of War Hero Alvin York Is a School

Sgt. Alvin York who was the most decorated American soldier in WWI had a single goal for his life after he returned from war: building a school. York didn't have many chances to attend school because his family needed him on the farm, but York loved reading and writing. The York Institute now provides a school for over 600 students in the Tennessee valleys where the decorated soldier grew up.

Source: <http://n.pr/1HKSF1g> | NPR

Too Much Information Kills Sales

While some companies may believe that more pictures and information about their products will help customers make better decisions, they tend to have the opposite effect. Consumers just need the essential information to make a decision, but providing too much information could prompt them to consider negative possibilities and to even consider trying a competing product. Oftentimes too much information leads to no sale altogether.

Source: <http://bit.ly/1HKTRLH> | Neuroscience Marketing

Hardware Store in New York Has History of Helping Refugees

As the governors in over 25 states have announced that they oppose the settlement of Syrian refugees over the risk of allowing a terrorist into America, Sean Wankel, the vice president of New York's Wankel's hardware store, announced that he would continue to hire refugees, including Syrians. Wankel noted that refugees from over three dozen countries have benefitted from working at his store.

Source: <http://bit.ly/1QwpzVc> | The Christian Times



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Upcoming Events

February 29-March 1, 2016

Annual E. K. Bailey Conference featuring Dr. Melvin Von Wade of the Mount Moriah Missionary Baptist Church, Inc., Los Angeles, CA.

March 29, 2016

Spring Pastor of the Day featuring Dr. Preston Clegg, Second Baptist Church, Little Rock, AR

Spring 2016

The Preacher's Workshop webinar continues this spring with a very special guest. Watch for an announcement soon.

Reputation and Aspiration Go Before Everything Else

Beth Kaplan has worked at both large, household name organizations and at small start-ups, and along the way she found several truths that are the same everywhere. For starters, guard your reputation, since your business could fall apart, but if you have a reputation intact, you can start over. In addition, stop thinking about the size of your company and look at the size of your mission and aspirations.

Source: <http://whr.tn/1NesPnU> | Knowledge @Wharton

Tips for Teaching about Finances

The Bible is full of tips for how to manage money, especially in the book of Proverbs. Todd McMichen writes that money will come and go, but the most important thing is to pursue God's righteousness and to not lose sight of your family while working hard. He adds that planning ahead, blessing others when possible, and cutting back unnecessary expenses can help alleviate financial pressure.

Source: <http://bit.ly/1ThZZBO> | Facts and Trends

How to Have a Better Conversation

If you want to have a better conversation, negotiation, or donor meeting, you'll be 33% more likely to reach a mutually agreed upon conclusion if you begin the meeting with some socializing and serve a hot drink like coffee or tea. In addition, focus the small talk on the other person.

Source: <http://bit.ly/1qjht7> | Neuro Science Marketing

The Environment Can Change How Female Leaders Are Perceived

Researchers have found that men tend to communicate and lead more assertively, taking charge and speaking to influence. However, women tend to lead by "taking care" and working more collaboratively. If a woman speaks her mind too forthrightly, some men make the mistake of perceiving her as being pushy. However, in churches where the input of female leaders is valued, these misunderstandings can be minimized.

Source: <http://bit.ly/1lqnFbv> | Christianity Today

One Seatbelt Problem Prompts Call Back of 90,000 Tesla Cars

A single incident with a Tesla Model S seat belt that didn't even cause an injury still prompted the innovative car maker to recall every single Model S in Europe. Nearly 90,000 cars will have their seat belts inspected. There is no evidence that any other cars are impacted by the seat belt problem.

Source: <http://tcrn.ch/1lqobX4> | TechCrunch

Learn Generosity from Serving Alongside the Poor

Elizabeth Drury writes that her family had always tithed, but they learned about true generosity when they began serving at a homeless shelter where they encountered some of the poorest people in her city. Drury saw people who didn't have much share generously and give of their time with no guarantee of help or recognition, challenging her to be more generous.

Source: <http://bit.ly/1lqvaiH> | Christianity Today

Football Player Finds a Place Where Few Can

Colorado State University defensive lineman Justin Hansen has done what many thought impossible: play football at a high level while having Asperger's syndrome. While Hansen does not make eye contact with others and struggles with conversations, his father prompted him to play football to use his size and to let out his frustrations. Hansen found that he enjoys football and his teammates have helped him find his place.

Source: <http://usat.ly/1XoVDK> | USA Today

Why Loneliness May Kill You

A new study of loneliness found that it triggers the production of norepinephrine. These white blood cells are usually activated in fight-or-flight situations, and they act as a protection against wounds, but they can leave the lonely defenseless against viral diseases. Loneliness has been linked to rapid death from heart disease, cancer, Alzheimer's, and many other diseases.

Source: <http://n.pr/1XqkKA> | NPR

The Best Leaders Rate Themselves Worse Than Team Members

The leaders who received the very highest ratings by their team members were also the ones who rated themselves the worst. The top leaders in a recent study rated themselves 53 points lower than those under them. However, the worst leaders rated themselves 41 points higher than those below them.

Source: <http://bit.ly/1NrOV68> | Harvard Business Review

Chronic Sleep Deprivation May Be Linked to Poverty

A study by Heather Schofield, an economist at the University of Pennsylvania, in Chennai, India, is attempting to find the link between chronic sleep deprivation and poverty. Homeless and impoverished people throughout the world rarely get a good night's sleep, and ongoing sleep deprivation can harm your cognitive functions and lead to difficulty remembering and making decisions. Schofield is hoping to find just how dramatically sleep deprivation is hurting the poor in India.

Source: <http://n.pr/1NK1ABU> | NPR

A Worship Leader's Journey to Sobriety

In his book *Coming Clean*, author Seth Haines shares how his son's illness rocked his faith and sent him into despair. Haines turned to drinking in order to help with the pain he felt and to quiet his doubts about God. When he sought help, Haines journaled through the process of sobriety and found that we all medicate our pain with something.

Source: <http://bit.ly/1OSgy8W> | Relevant

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Tumblr Records Final Messages Received Before Death

Emily Trunko, 15, has started a Tumblr called *The Last Message Received* that documents the last communication received from a loved one before that loved one passed away. There are 3,500 submissions already and 40,000 followers. Many of the texts and emails are not intentionally final messages. Some are loving messages, others are very ordinary, asking a simple question, and some are ominous, such as the text that ends with a promise to not drink and drive.

Source: <http://bit.ly/1jO3eUZ> | The Guardian

Wife of Suicidal Singer Shares Impact of His Addiction

Mary Forsberg Weiland wrote for *Rolling Stone* that her late husband, Scott Weiland of the Stone Temple Pilots, had put his children through tremendous suffering through his addiction to drugs and his paranoia. Mary has long shielded their children from their father's problems, and she asks the band's fans to not glorify his flaws.

Source: <http://rol.st/1QyLQAq> | Rolling Stone

Michigan Couple Offers Free Music Lessons to 130 Children

The struggling town of Saginaw, MI continues to struggle with shut down factories and high unemployment. Residents John and Katrina Vowell remain committed to their community, and they began to offer music lessons to at-risk children, remembering how important music was during the tough times of their youth. They currently have over 130 children enrolled in lessons.

Source: <http://n.pr/1T1Jx8g> | NPR

How to Never Get Another Promotion

Employees who fidget too much, try to be friends with everyone, and make too much or too little eye contact are in danger of being overlooked for a promotion. Subtle cues with your body can make or break your relationships at work. If you're attentive, respond appropriately to cues, and remain motivated but respectful, you'll be more likely to be considered for a promotion.

Source: <http://bit.ly/1Lbzga2> | Fast Company

Famous Fruit Cake Thief Steals Over 17 Million Dollars

Sandy Jenkins was an accountant at the famous Collin Street Bakery, the most famous fruitcake bakery in the world. But he got bored, he did not love this life, so he started sneaking money here and there from the bakery's petty cash, then moved on to vacation homes and private jets. When finally caught he had embezzled over 17 million dollars.

Source: <http://bit.ly/1OmOuJ3> | Texas Monthly

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PREACHING RESOURCES

What You Preach May Reveal the Results of Your Vision

Pastors who are unable to embody the values and vision they preach will always undermine even the most effective staff. In fact, if leaders aren't living out their vision and are able to present clear examples from their everyday lives, they will most likely increase their effectiveness by first living what they teach. Oftentimes the culture of an organization is the result of a leader's choices and lifestyle.

Source: <http://bit.ly/1ThY8NB> | Eric Geiger

Awards Given to Top Books in 2015

In the annual book awards list from *Christianity Today*, a number of familiar names showed up, including Os Guinness and Dallas Willard, but other titles addressing discipleship and pastors included less well-known authors: *The Things of Earth: Treasuring God by Enjoying His Gifts* by Joe Rigney and *The Imperfect Pastor: Discovering Joy in Our Limitations through a Daily Apprenticeship with Jesus* by Zack Eswine. Under spiritual formation, the top honor went to *Wearing God: Clothing, Laughter, Fire, and Other Overlooked Ways of Meeting God* by Lauren Winner.

Source: <http://bit.ly/1P8Amnv> | Christianity Today

Public Speaking Advice That Is Wrong

Some of the most popular public speaking tips are wrong for most people. For instance, don't lead with humor if you aren't familiar with telling jokes. Use an anecdote instead. You probably don't need slides, and you definitely shouldn't imagine your audience in their underwear. Plan ahead, practice on someone else, and make sure you know the material perfectly before going to speak.

Source: <http://bit.ly/1Jpjwu8> | Fast Company



PREACHING TIPS

How to Talk about Giving with Everyone

Whether your members are paying down debt or they have a surplus, the goal of giving is to express gratitude and to experience the joy of helping and serving others. Giving isn't necessarily about an amount. It's about a heart attitude and receiving the benefit of thankfully helping others.

Source: <http://bit.ly/1lqvGod> | Jason McNeal

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