

# **PREACHING, PERSUASION AND LEADERSHIP: CASTING VISION**

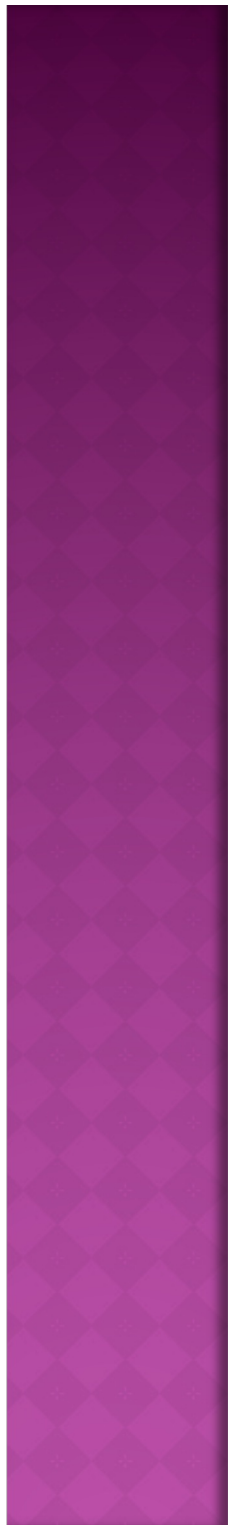
**ACKNOWLEDGMENTS:  
BILL HYBELS, “HOW TO CALL FOR  
COMMITMENT”  
BRYAN WILKERSON, “VISIONARY  
PREACHING”**

**Dr. Jeffrey Arthurs, Gordon-Conwell Theological Seminary,  
as taught at Singapore Bible College DMin module, March 2016  
and offered for free download by Dr. Rick Griffith at [BibleStudyDownloads.org](http://BibleStudyDownloads.org)**

*Twenty-first century leaders will lead not by the authority of their position but by their ability to articulate a vision and core values for their organizations or congregations.*

Aubrey Malphurs

**Warning: Vision leaks.**



# PREACHING MODES

- ◉ Informational Preaching
- ◉ Exhortational Preaching
- ◉ Prophetic Preaching
- ◉ Therapeutic Preaching
- ◉ Visionary Preaching

# VISIONARY PREACHING

Bryan Wilkerson:

“A form of expository preaching that empowers people to pursue God’s better future for their lives and churches by unleashing the transformative power of words, images, stories, and the person of the preacher.”



# PREACHING MODES

	Informational	Exhortational	Prophetic	Therapeutic	Visionary
<b>GOAL</b>	Understanding	Action	Correction	Restoration	<b>Transformation</b>
<b>VERB</b>	Know something	Do something	Stop something	Feel something	<b>Become something</b>
<b>KEY WORDS</b>	<i>Know Understand Believe Affirm</i>	<i>Must Need Should Ought</i>	<i>Don't Beware Avoid Stop</i>	<i>Feel Sense Receive Enable</i>	<i>See Imagine Can What it would look like....</i>
<b>TAKE-AWAY</b>	What's True	What's needed	What's wrong	What's helpful	<b>What's possible</b>
<b>TONE</b>	Didactic	Urgent	Negative	Pastoral	<b>Positive</b>
<b>DEPRAVITY FACTOR</b>	Ignorance	Apathy	Disobedience	Woundedness	<b>Faithlessness</b>
<b>PREACHER'S ROLE</b>	Teacher	Coach	Prophet	Counselor	<b>Leader</b>

# THE VISION-CASTING SERMON:

Proclaiming “why we exist” is the foundational platform for any church’s administration. Understanding the purpose of the church is not something that should be taken for granted, but should be continually communicated as a regular staple of the preaching regimen.

James White, “Preaching and Administration,” *Handbook of Contemporary Preaching*, Michael Duduit, ed. (Nashville: Broadman and Holman, 1992): 455-456.

# HOW TO CAST VISION FROM THE PULPIT: FOUR METHODS

- ◎ Encourage/inspire.
  - “It will be worth it for you.”
  - Deut. 28:1-14; 30:11-16, 19-20.

# WHY VOLUNTEERS QUIT

- ⦿ **No one ever said thanks.**
- ⦿ There was no training.
- ⦿ **I never knew exactly what they wanted me to do.**
- ⦿ **No one provided leadership, so my questions never got answered.**
- ⦿ They forgot about me after they gave me the job.
- ⦿ I never received the tools and resources I needed.
- ⦿ **It wasn't any fun.**

*The Pastor's Coach, [www.injoy.com](http://www.injoy.com)*

# HOW TO CAST VISION FROM THE PULPIT: FOUR METHODS

## ⦿ Encourage/inspire.

- “It will be worth it for you.”
- Deut. 28:1-14; 30:11-16, 19-20.

## ⦿ Warn.

- “The wrong decision will result in pain for you.”
- Deut. 28:15-68, 30:17-18; Prov. 7:6-27.

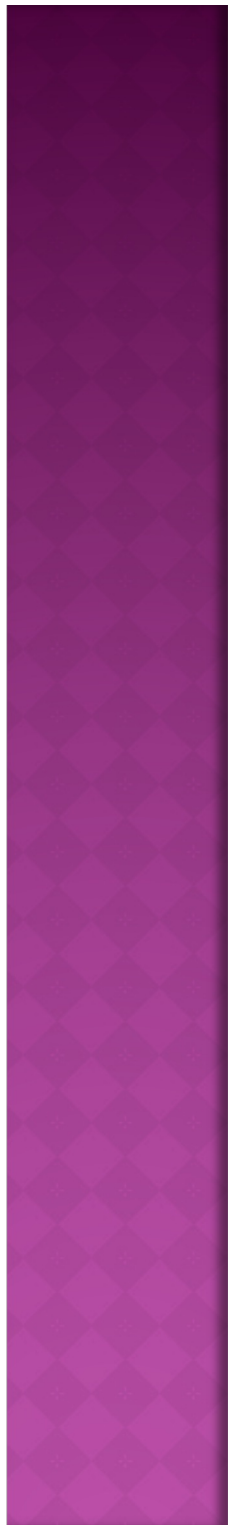
## ⦿ Model.

- “I’ll go first.”
- Josh. 24:14-15; 1 Chron. 29:1-5; John 13.

**The life of the speaker has  
greater weight in determining  
whether he is obediently heard  
than any grandness of  
eloquence.**

*Augustine, On Christian Doctrine, trans.  
Robertson, 164.*

ASK YOURSELF:  
AM I LIVING THE KIND OF LIFE I  
AM RECOMMENDING TO OTHERS?



# SHARE YOUR SELF

“Every vision needs a vision-embodier.”

Bill Hybels

“You know how we lived among you for your sake. You became imitators of us and of the Lord . . . we were delighted to share with you not only the gospel of God but our lives as well.”

I Thessalonians 2:6,8

# HOW TO CAST VISION FROM THE PULPIT: FOUR METHODS

- ◎ Encourage/inspire.
  - “It will be worth it for you.”
  - Deut. 28:1-14; 30:11-16, 19-20.
- ◎ Warn.
  - “The wrong decision will result in pain for you.”
  - Deut. 28:15-68, 30:17-18; Prov. 7:6-27.
- ◎ Model.
  - “I’ll go first.”
  - Josh. 24:14-15; 1 Chron. 29:1-5; John 13.
- ◎ Grander vision.
  - “Give yourself to something bigger than yourself.”
  - Esther 4:12-14.

# WHY PEOPLE SUPPORT CAUSES:

- ◉ To do the right thing.
- ◉ To feel good about something.
- ◉ To contribute to society.
- ◉ To join a social group.
- ◉ To prove themselves.
- ◉ To enrich their lives.

Guy Kawasaki, *Selling the Dream* (New York: Harper Collins, 1991), 53-54.

# HOW TO CAST VISION FROM THE PULPIT:

## CRAFT YOUR LANGUAGE:

“USE BETTER WORDS  
AND USE WORDS BETTER”  
(BYRAN WILKERSON)

- Concrete (not abstract)
  - Vivid (not dull)



I have found myself discovering that mostly I do not need more advice, but strength. I do not need new information, but the courage, freedom, and authorization to act on what I already have been given in the gospel . . . . The dry places in our lives—places of resistance and embrace—are not ultimately reached by instruction . . . *but by stories, images, metaphors, and phrases that line out the world differently.*

Walter Breuggeman



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AND USE WORDS BETTER”  
(BYRAN WILKERSON)

- Concrete (not abstract)
  - Vivid (not dull)
- Repeated (not spoken once then forgotten)

# REPETITION AND VISION

- ⦿ Preach a “state of the church” message every year.
- ⦿ Preach a series on the mission of the church every year.
- ⦿ Summarize your vision in one memorable statement and repeat it often.

# USE BETTER WORDS AND USE WORDS BETTER

- ◉ Coin a phrase
- ◉ Create a metaphor
- ◉ Tell a story

“The human mind is a picture gallery, not a lecture hall, and the images that hang there shape our beliefs, behaviors and decisions.”

Warren Wiersbe

# STORY AND VISION

Perhaps the most powerful tool for communicating the language of leadership within the preaching event is the use of stories that capture the essence of the vision.

James White, “Preaching and Administration,” *Handbook of Contemporary Preaching*, Michael Duduit, ed. (Nashville: B & H, 1992): 458-459.

# HOW TO CAST VISION FROM THE PULPIT: EMBODY THE VISION

For there is no way in which the mind of the auditor may be aroused or soothed that I have not tried . . . . But, as I said before, it is no great intellectual gift [which enables me to arouse them], but a vigorous spirit which inflames me to such an extent that I am beside myself; and I am sure that the audience would never be set on fire unless the words that reached them were fiery.

Cicero, *Orator* (Loeb Classical Library), 130.

# CASTING VISION AND “STICKY” IDEAS SUCCES

- ◎ Simple
- ◎ Unexpected
- ◎ Credible
- ◎ Concrete
- ◎ Emotional
- ◎ Stories

(Heath and Heath, *Made To Stick*)

# Case Study: Singleton “Turtles on Fencepost”

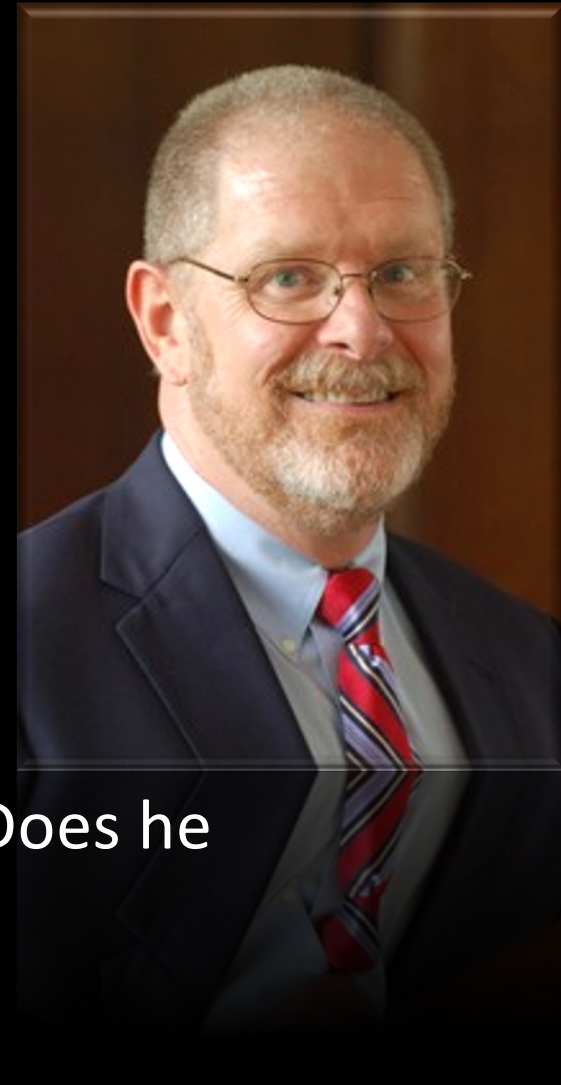
Rhetorical Situation: is this deliberative, forensic, or epideictic?

**Does this sermon use “SUCCES”?**

- **Simple**
- **Unexpected**
- **Concrete**
- **Credible**
- **Emotional**
- **Story**

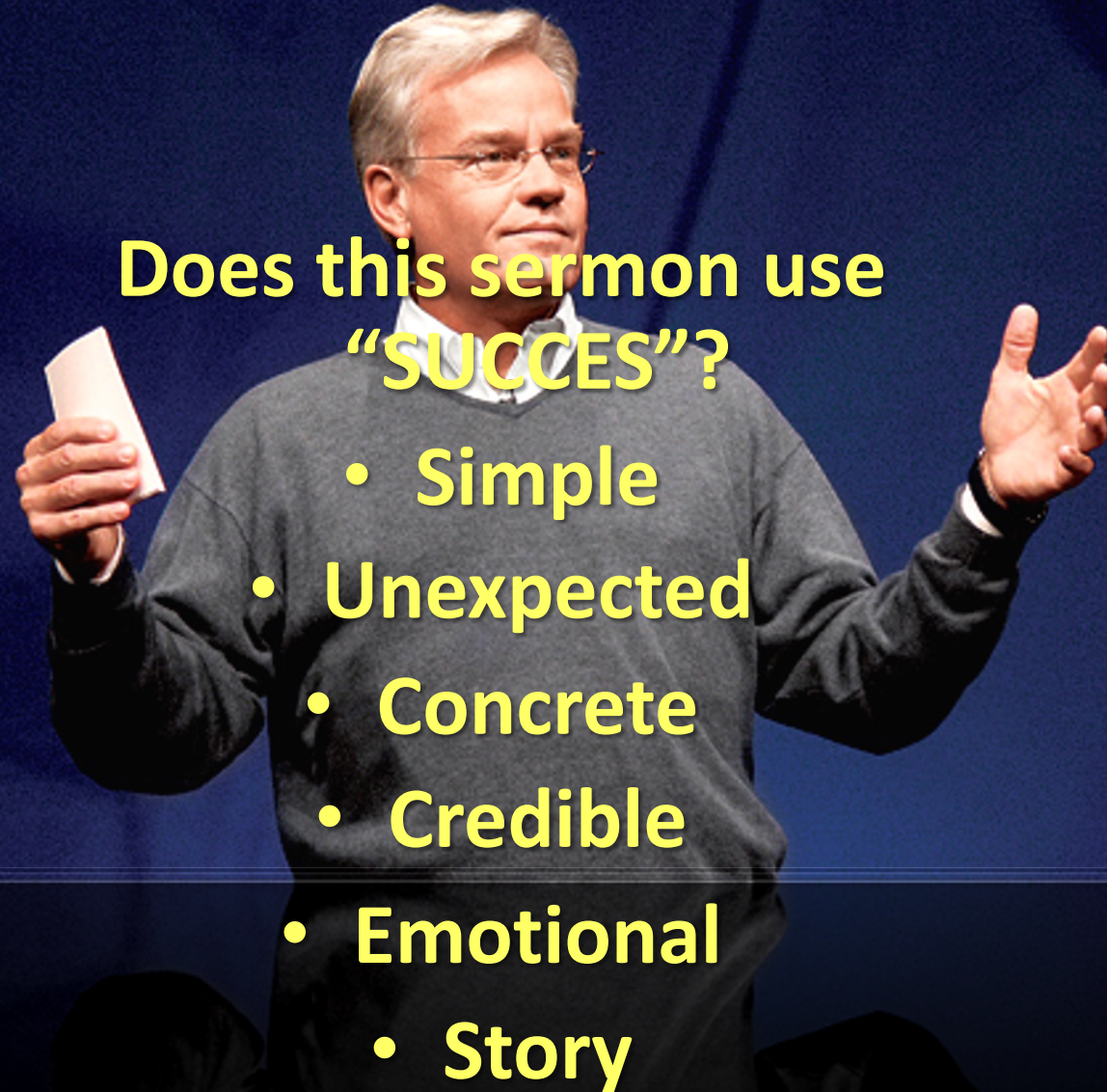
Does the preacher coin a phrase?

Comment on the preacher’s delivery. Does he embody the message?



# Case Study: Bill Hybels, “Firsts”

track 6-10 (pp. 3-5 of transcript)



**Does this sermon use  
“SUCCES”?**

- Simple
- Unexpected
- Concrete
- Credible
- Emotional
- Story

# Case Study: Andy Stanley “Together”

(start at 13:00, p. 4 of manuscript)

Does this sermon use “SUCCES”?

- Simple
- Unexpected
- Concrete
- Credible
- Emotional
  - Story

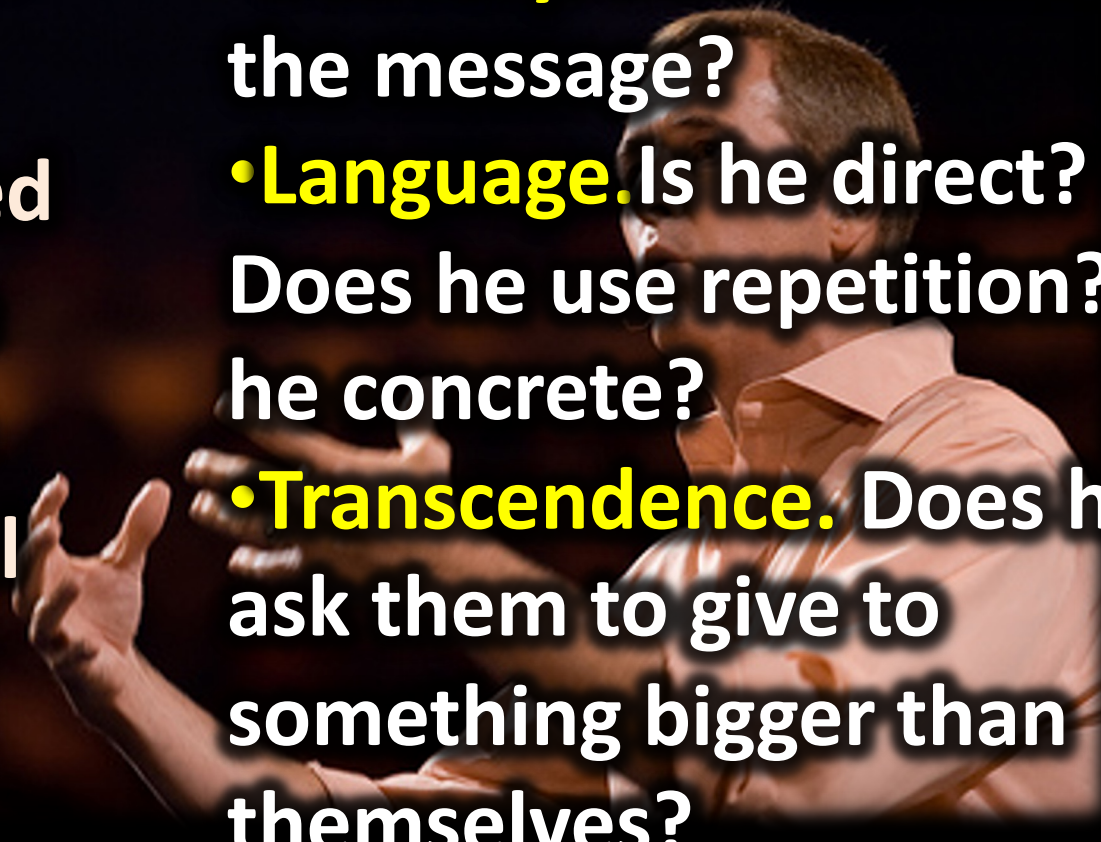
Comment on Stanley’s :

• **Delivery.** Does he embody the message?

• **Language.** Is he direct?

Does he use repetition? Is he concrete?

• **Transcendence.** Does he ask them to give to something bigger than themselves?

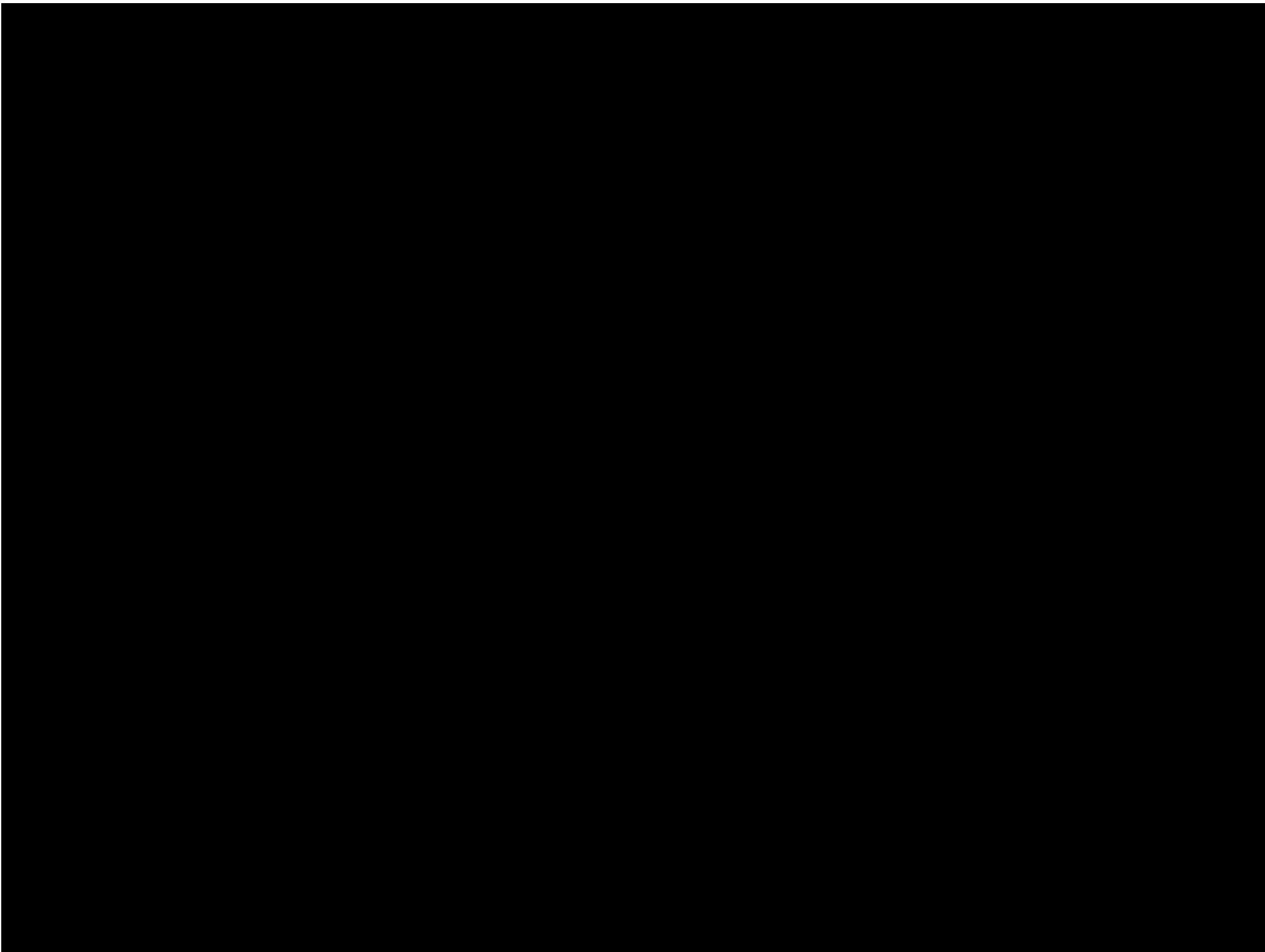


# Case Study: Timothy Tennent, “The Translatability of the Gospel”

(start at 20:00)

- Does Tennent use concrete language and repetition?
- Does he create the mood by his delivery?
- How is the sermon adapted to his audience and occasion?





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