

ME-WE-GOD-YOU-WE

Communication strategy

1. Pick your one main point

- **You must be able to answer: What is the one thing I want my audience to know? What do I want them to do about it?**
- Fight the temptation to have more than one point.
- Dig until you find it, build everything around it, make it stick

2. ME - Orientation

- **Introduce a dilemma or problem that you are currently seeing or facing.**
- This is establishing your common ground with your audience.
- Let's them know what you are talking about.
- It might mean introducing yourself, but you must establish relationship so they believe and trust what you are about to say.

3. WE - Identification

- **From there you find common ground with your audience around the same or a similar dilemma.**
- This assures the audience this is a relevant topic and allows the communicator to identify with them.

4. GOD - Illumination

- **This is where you transition to discover what God has said about this topic or question you have introduced.**
- Through scripture you shine fresh light or perspective on your problem or tension.

5. YOU - Application

- **You challenge the audience to act on what they just heard.**
- Simply put this is the application steps.

6. WE - Inspiration

- **In the end you close with several statements about what could happen in your community, church, and/or world if everyone embraced this specific truth.**
- This is the placeholder for inspiration

Example Lesson (Teaching on marriage)

Main point: Submission is the best decision

ME: Sometimes I find myself wondering how to respond to situations in my marriage.

WE: I imagine you have found yourself in situations where you weren't sure what to do either.

GOD: The bible teaches that we are to submit to one another; put the desires and needs of our spouse ahead of our own needs and desires

YOU: Next time you aren't sure what to say or do, ask yourself this question, "How can I put the needs and desires of my spouse ahead of my own in this moment?"

CONCLUSION: In marriage submission is generally the best decision

WE: Imagine what would happen in our community if all of us began to model the kind of mutual submission before our friends and neighbors.