

TEAM APPLICATION GUIDE



KEY CONCEPTS

Here's a challenge for any leader...how do you communicate your ideas so they stick?

Boiling down the content to a single sentence or phrase forces you to clarify your thinking and, as a result, your message becomes much more clear and memorable not only to you, but to your audience. Here's a process that can help you...

1. Start ahead of time and come up with a general topic.
2. Expand your research and thinking.
3. Let it simmer.
4. Make your first attempt.
5. CREAM it (Contrast, Rhyme, Echo, Alliteration, Metaphor).

APPLICATION STEPS

1. Recall some quotes or bottom lines you remember from famous people (politicians, historical figures, business leaders, preachers) or people you know. Were they memorable because the speaker used the CREAM method? If so, in each case, which of the five techniques did the speaker use?

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2. Read Galatians 5:16–23 on the battle that wages inside every person and the fruit that’s present when the Holy Spirit is present in our lives. See if you can create five bottom lines from that text, each using a different component of the CREAM method. (Note: You could preach on a lot of topics from those verses, so don’t feel you have to say the same thing five different ways. You can choose five different subjects, verses, or angles for the five different components of CREAM.) Go!

Contrast

Rhyme

Echo

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Alliteration

Blank area for practicing Alliteration.

Metaphor

Blank area for practicing Metaphor.

3. Pick a subject or a biblical text you'll be preaching on. Practice creating a bottom line using each of the five methods.

Contrast

Blank area for practicing Contrast.

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Rhyme

Blank area for writing Rhyme.

Echo

Blank area for writing Echo.

Alliteration

Blank area for writing Alliteration.

Metaphor

Blank area for writing Metaphor.