

8 Core Communication Principles Checklist from <i>If Jesus Gave a TED Talk</i> by Charles Stone	Ideas
Principle 1: CLARITY - BEGIN WITH THE END IN MIND. <input type="checkbox"/> Clarify the big take-away(s). _____ <input type="checkbox"/> Create a concept map. _____ <input type="checkbox"/> Capitalize on the primacy-recency principle. _____	
Principle 2: ATTENTION - PIQUE INTEREST. <input type="checkbox"/> Adapt your material to the dynamics of attention. _____ <input type="checkbox"/> Add the appropriate attention grabber(s). _____ <input type="checkbox"/> Apply the concept of priming. _____	
Principle 3: AFFINITY - CREATE CONNECTION. <input type="checkbox"/> Know your material. _____ <input type="checkbox"/> Know your audience. _____ <input type="checkbox"/> Help the audience know (and like) you. _____	
Principle 4: CAPACITY - FREE UP WORKING MEMORY. <input type="checkbox"/> Maximize all the components of working memory. _____ <input type="checkbox"/> Minimize cognitive load. _____ <input type="checkbox"/> Marry new knowledge to prior knowledge. _____	
Principle 5: DURABILITY - STIMULATE LONG TERM MEMORY. <input type="checkbox"/> Concentrate on enhancing recall. _____ <input type="checkbox"/> Choose sticky memory techniques. _____ <input type="checkbox"/> Create 'aha' moments. _____	
Principle 6: EMOTION - ENGAGE THE HEART. <input type="checkbox"/> Leverage emotional learning. _____ <input type="checkbox"/> Limit the impact of cognitive dissonance. _____ <input type="checkbox"/> Lead with well-placed stories. _____	
Principle 7: MINDSET - CULTIVATE CONFIDENCE. <input type="checkbox"/> Avoid the big neuromyths. _____ <input type="checkbox"/> Act with a contagious spirit. _____ <input type="checkbox"/> Accelerate learner motivation. _____	
Principle 8: TRANSFER - STIMULATE LIFE APPLICATION. <input type="checkbox"/> Clarify the "Now What?" _____ <input type="checkbox"/> Create clear cues. _____ <input type="checkbox"/> Count on the work of the Holy Spirit. _____	