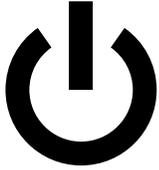


Title: Speaking to a Generation that Isn't Listening **Speaker:** Jonathan McKee

Key Verses: Luke 7:39-41; 8:4-5; 10:29-30; 15:2-4

Summary: Stories and short speeches can impact a distracted generation.



Power Up: Take a moment to prepare

Jonathan opens with a story of a powerful, two-minute talk from an airport tarmac. What “two-minute talk” has stuck with you over the years.



Replay: Take some time to watch

Note the key themes from Jonathan’s talk: **1)** short speeches are better; **2)** young people are distracted; **3)** audiences have changed; **4)** story-telling is powerful; **5)** Jesus utilized story and so can we.



Comment: Take some time to talk

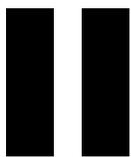
Jonathan laments the distractions of social media and shining screens. ***What are your distractions? How do you fight these distractions?***

Jonathan applies the “less is more” principle to teaching youth. ***Where else have you seen the “less is more” principle apply?***

How does Jonathan address the concern that short teaching will ‘water down the gospel’? What role does dialogue play in teaching?

“Many great speakers are great storytellers.,” Jonathan says. ***How did Jesus utilize story? What is your favorite story that Jesus told? What makes a great story or storyteller?***

Jonathan champions the “Compelling Statement” (i.e. Big Idea) for each 10-minute talk. ***Read Luke 18:9-14. What’s a “Big Idea” for this verse? What story could illustrate it? How could you dialogue about it?***



Pause: Take a moment to pray

Thank God for opportunities to teach youth. Ask for His wisdom in crafting compelling statements, memorable stories, and engaging questions. Ask God to deepen your students’ passion to knowing and living His word.



Take Action: Take a step forward

Prepare your next youth lesson using Jonathan’s 10-Minute Talk method. Use one of the texts listed above. Craft a compelling statement. Recall a memorable story. Write out engaging questions for group discussion. Make sure to distribute the compelling statement and questions to group leaders.

Bonus Features | Additional Notes and Quotes from Jonathan McKee

Youth Worker Lab Summary: It seems like students' attention spans are growing shorter. How can we communicate truth in a way that teenagers will truly remember? In this Lab you'll learn a powerful and effective method of storytelling that's laser-focused and impactful.

About the Speaker: Jonathan McKee is a husband, father, author, and speaker specializing on resourcing the church about youth culture. Find resources here: <https://thesource4ym.com/>

"Sometimes shorter talks are the most effective." Examples of short speeches:

- Presidential speech from Independence Day movie (1 min. 27 sec.)
- "I Have a Dream" speech by Martin Luther King Jr. (16 min.)
- "Never Give In" speech by Winston Churchill (4 min.)
- Gettysburg Address by Abraham Lincoln (2 min.)

"We are so distracted... People cannot multitask... Less is more... Audiences have changed... There's no way I can be as interesting as a gallon of milk being thrown into a woodchipper."

"It's amazing how stories still capture a generation."

"As attention spans grow short, we might consider becoming more strategic about capturing and keeping attention... and keeping it short!"

How can I engage today's young people?

Share a story. (10 minutes; a story, Scripture, and quote)

Break into small groups. (45 minutes)

Minimize our monologue and maximize our dialogue.

How did Jesus utilize story?

- To teach large crowds (Luke 8:4-5)
- To confront people (Luke 7:39-41)
- To answer questions (Luke 10:29-30)
- To explain himself (Luke 15:2-4)

Isaiah 50:7

"Many great speakers are master story tellers."

How to master storytelling

- Become a story collector → write them down!
- Stories from our own life (e.g., near death experiences) or others (give credit)

Making an impact in a few minutes...

- Say it
- Say it in one compelling statement
- Share a story that illustrates it.
- Small group discussion questions and dialogue