

A silhouette of a person with their arms raised, set against a background of light rays emanating from the top right. The image is framed by a teal border with a yellow diagonal line.

One Thing

One Word:
Communicate

Craig Harding

One Word: John 1:1

“In the beginning was the Word,
and the Word was with God,
and the Word was God.”

One Word: Romans 10:14

How then shall they call on him in whom they have not believed? and how shall they believe in him of whom they have not heard? and how shall they hear without a preacher?

One Word: COL 371.1

“...Multitudes are perishing without one pitying look, one word or deed of sympathy.”

One Word: CCh

255.5

Many have fainted and become discouraged in the great struggle of life, whom one word of kindly cheer and courage would have strengthened to overcome.

One Word: THE Question

What makes an idea
succeed or fail?

The Story

One Word: The Curse of Knowledge

THE CURSE OF KNOWLEDGE

One Word: The Curse of Knowledge

“There are, in fact, only two ways to beat the Curse of Knowledge reliably. The first is not to learn anything. The second is to take your ideas and transform them.”

One Word: The Curse of Knowledge

Tapping
Tappers and
Listeners

One Word: 6 Steps

6 Steps To Overcoming The Curse of Knowledge

Systematic Creativity

One Word: Simplicity

Discovering CI

One Word: Simplicity

Discovering CI

“If we do nothing else during tomorrow’s mission, we must
_____.”

One Word: Simplicity

Discovering CI

The single, most important thing that we must do tomorrow is _____.

One Word: Simplicity

“The French aviator and author Antoine de Saint-Exupéry once offered a definition of engineering elegance: “A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away.”

One Word: Simplicity

Find The Core Idea

“A designer of simple ideas should aspire to the same goal: knowing how much can be wrung out of an idea before it begins to lose its essence.”

One Word: Simplicity

Important



Less Important

One Word: Simplicity

“I’ve always been a believer that if I’ve got two hours in which to write a story, the best investment I can make is to spend the first hour and forty-five minutes of it getting a good lead, because after that everything will come easily.”

One Word: Simplicity

“Suppose you’re a wartime reporter and you can telegraph only one thing before the line gets cut, what would it be? There’s only one lead, and there’s only one core. You must choose.”

One Word: Simplicity

- If your organization could only do **one thing** what would it be?
- What is the **one message** you must communicate to help people understand your organizations purpose and why it needs their help to succeed?

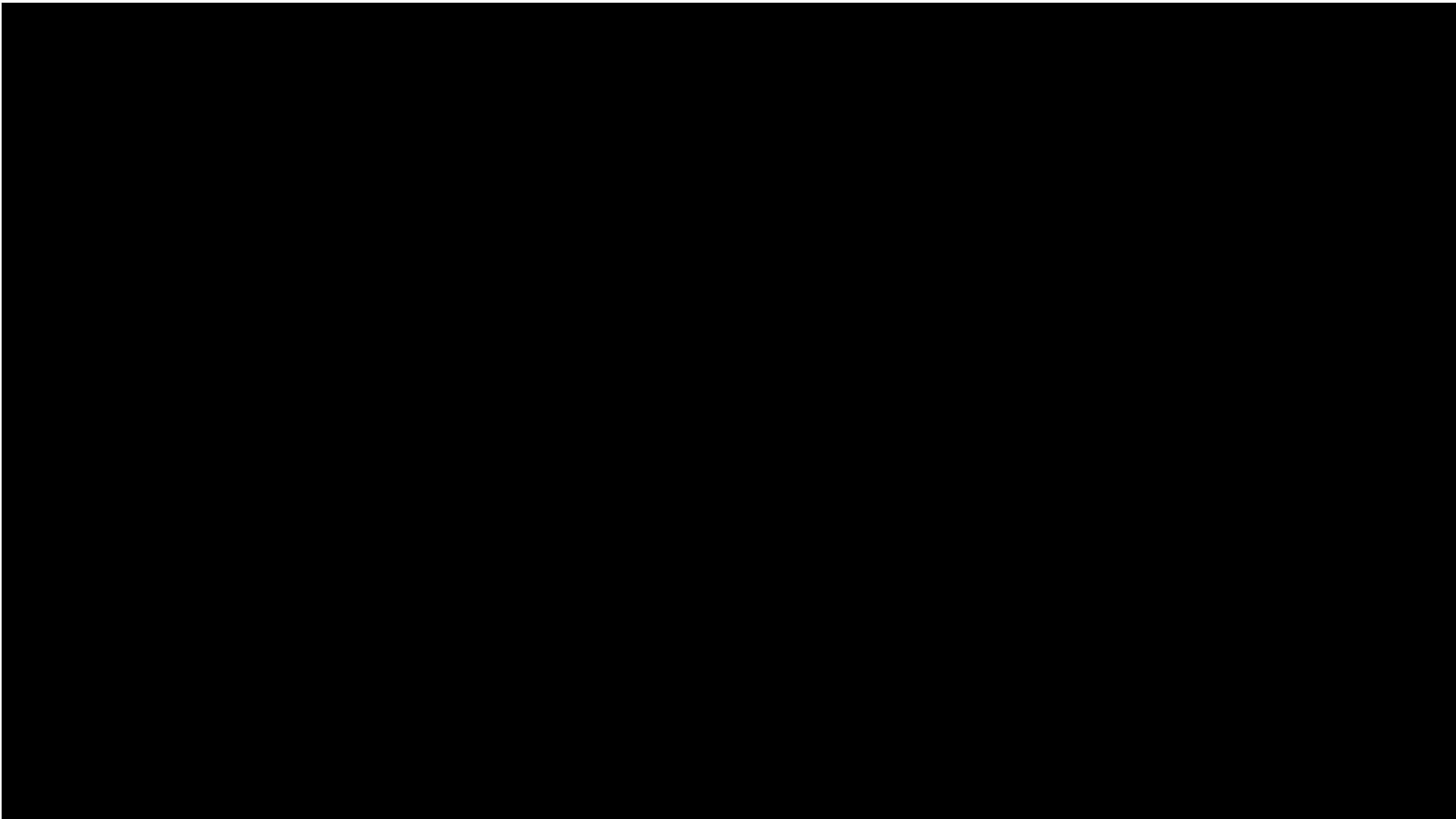
One Word: Unexpectedness



One Word: Unexpectedness

Max's
Story

One Word: Unexpectedness



One Word: Concreteness

Foxes and Grapes

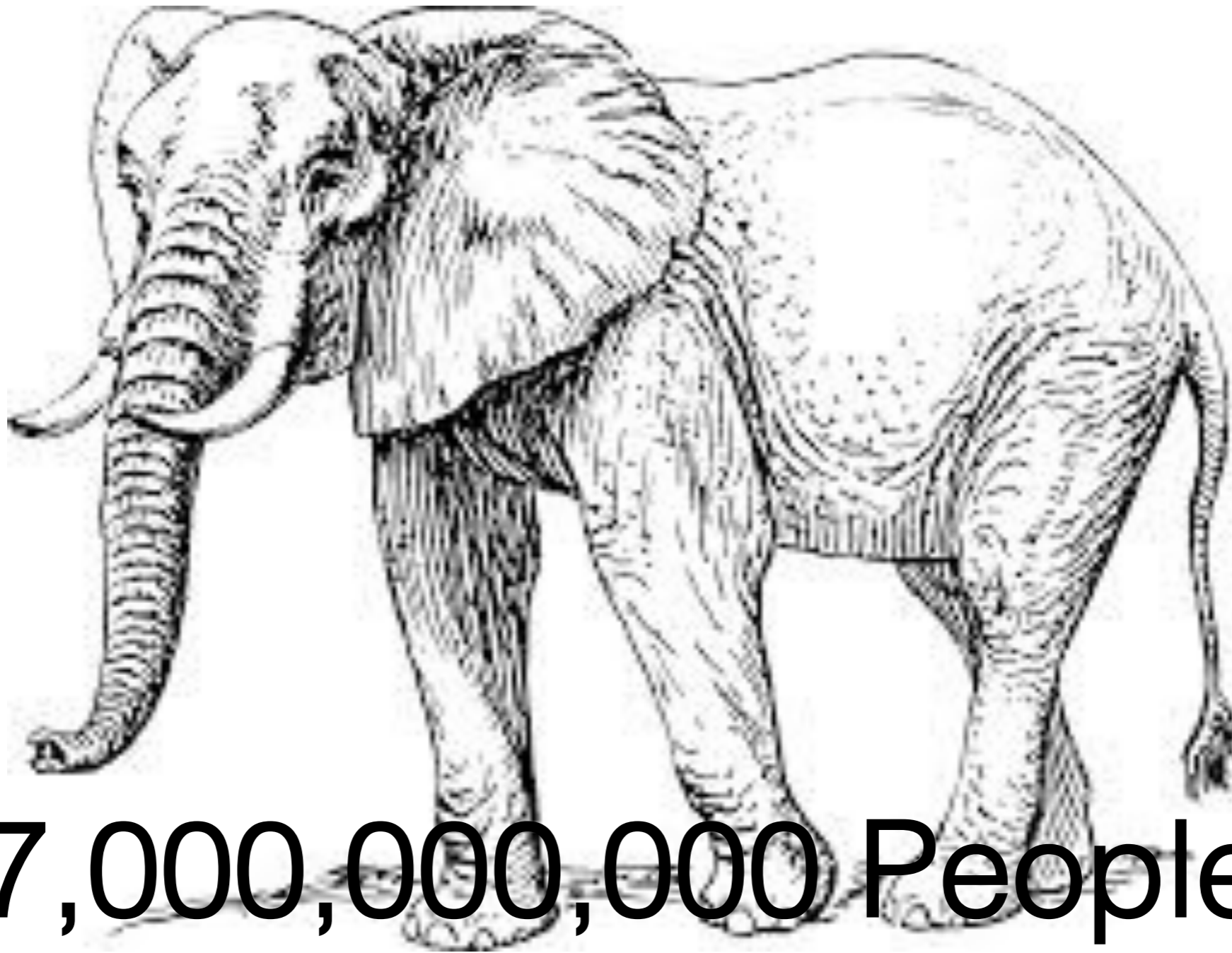
One Word: Concreteness

The Nature Conservancy

Mount Herman Wilderness

One Word: Concreteness

The Unreached



7,000,000,000 People

One Word: Concreteness

Plant a fruit tree

*"And if I knew that tomorrow the world would go to pieces,
I would still plant my apple tree."*

Martin Luther

We know that Jesus is coming soon, but nevertheless, we are thinking long-term. In harmony with both Martin Luther and Ellen G. White we are planning to plant fruit trees in spring 2014.

There is a decently big lawn on the Opsand property beside the boys' dorm. We plan to transform it into a fruit orchard. Thus we expand the gardening classroom, and in foreseeable future the trees will do their contribution to support the school. The plan is to plant trees of different sorts: plum, sweet cherry, pear and apple trees. We are looking forward to put this plan into practice and desire to share this joy with many.



*"There should be fruit orchards and every kind of produce cultivated that is adapted to this soil,
that this place may become an object lesson to those living close by and afar off."*

EGW: AU CR, 31. juli 1899 par. 15

You can join!

Sponsor a fruit tree: NOK 700,-

In spring 2014, the trees will be planted, and we will invite to a most pleasant planting initiative in which everybody can enjoy useful labour, fresh air, good food and fellowship. The project already started in autumn 2013, when holes were dug and partially filled during the Alumni Weekend.

One Word: Credibility

Duodenal Ulcers & Barry Marshall

One Word: Credibility


Antiauthority

Wildwood Lifestyle Center & Hospital
16 hours ago


I came to the Lifestyle Center in constant pain with inflamed joints. I was tired, discouraged and depressed. I wanted my life back. I was on strong and dangerous medicines which still failed to control the arthritis. My faith in God was suffering and under constant attack. As I prepare to leave the program, I feel better physically and mentally. My joint pain is decreased and I feel more hopeful because I now know what to do to continue improving my health. I feel stronger spiritually and closer to the Lord than I have in a while. (CORETHA)

Like · Comment · Share 1

22 people like this.

 Write a comment...


Phil Martin I so hope to save enough and get there for these blessings also.
Like · Reply · about an hour ago

 **Wildwood Lifestyle Center & Hospital**
March 8

After my physical examination, when the blood results came back, I had high cholesterol and high blood pressure. After starting to exercise and eating a plant-based diet, my cholesterol and my blood pressure dropped tremendously. I started taking herbs and having hydrotherapy, which relaxed my nervous system and helped me to concentrate better. (COLLIN)

Like · Comment · Share 1

30 people like this.

 Write a comment...

One Word: Emotions

Emotions of Giving

“Mother Teresa once said, “If I look at the mass, I will never act. If I look at the one, I will.””

One Word: Emotions

Emotions of Giving

Giving Study

One Word: Emotions

“These results are shocking. The mere act of calculation reduced people’s charity. Once we put on our analytical hat, we react to emotional appeals differently. We hinder our ability to feel.”

One Word: Stories

Reverse the Curse of
Knowledge

One Word: Stories

With the curse of knowledge we tell an idea leaving gaps for the listener that our mind is filling in because we “know”.

One Word: Stories

With proper story telling we provide a framework that the hearer can fill in from their common experience. Through this they experience the idea in a practical way psychologically.

One Word: SUCCESS

Simple idea allows people to understand.

Unexpected outcomes make people listen.

Concreteness make our ideas universal.

Credible ideas make people believe.

Emotional ideas make people care.

Stories make people act.

One Word: Biblical

Test 6 Steps on the
Good Samaritan Story

Luke 10:25-37

One Word: Learn More

Why Some Ideas Survive
and Others Die

M A D E

to

S T I C K

Chip Heath & Dan Heath

One thing

