



Mark
GREENWOOD

S H A R P

making connections - changing perceptions

YOUR CUTTING EDGE

How to keep yourself sharp





You're a leader. You spend your time and energy equipping and developing others. You recognise their unique gifts and nurture them, but how often do you spend time on your own gifting? You need to **keep yourself sharp**, but how can you if you fail to pay attention to your inner person? You owe it to God, your family and yourself – as well as those placed in your care – to be the best version of you that you can be.

“*From comedy clubs to summer festivals, local churches to conference stage, Mark Greenwood is renowned as a passionate and gifted communicator. His commitment to making the Christian gospel clear and relevant to this generation is infectious. Yet Mark is also a seasoned leader who has a full toolkit of wisdom, practical experience and strategic insight to help sharpen and shape all of us who are serious about living for and serving the cause of Christ. I wholeheartedly commend Mark to you.*”

Rev. Chris Cartwright
General Superintendent of
The Elim Pentecostal churches

This is not about drawing up a list of things you have to do or measuring yourself against professional and spiritual benchmarks; it's about attending to the things that energise and feed you, celebrating and not hiding who God has called you to be and taking care of your long-term well-being. God has given you specific talents and He has given you the responsibility to develop and invest in them. Discovering, developing and maintaining your cutting edge – the thing that makes you distinctive – is crucial if you are to stay sharp as a leader.

In his inspirational and uplifting session, **YOUR Cutting Edge**, Mark Greenwood shares his own story of almost three decades in full-time ministry. He unfolds the journey God has taken him on and relates how God has challenged him to profound effect through The Parable of the Talents. You'll consider your own unique talents and be challenged afresh about how you are investing in them.

CRAFTING YOUR TALK



How to keep yourself message sharp





Public speaking is an artform. It's a craft and a creative expression as well as a spiritual call. Great talks are as much about delivery as they are about content: great content with poor delivery makes an adequate preacher; great delivery with poor content makes an adequate entertainer; **but when great content collides with great delivery, the result is life-changing communication.**

“*Mark is a blessing! In our training of young evangelists, we have had the wonderful privilege of Mark bringing sharp, thought-provoking teaching, helping prepare evangelists for the critical task entrusted to them. We have very much appreciated his insight, passion and commitment to invest in those pursuing the call to preach the gospel. A session with Mark leaves us inspired and better equipped!*”

Martin Durham

Director of K180 and Chair of the Emerging Evangelists' Institute (Billy Graham Evangelistic Association UK)

John Stott encouraged preachers to have the Bible in one hand and the newspaper in the other. Your preaching can, and should be, both biblically rooted and topically strong, benefiting those of full faith, little faith or no faith. What we say and how we say it should catch and keep an audience's attention whether they're used to church or not. Inspired content together with skillful delivery **keeps your message sharp.**

In *Crafting Your Talk*, Mark Greenwood takes you through the process of creating talks that are biblically based, thematically sharp and culturally relevant. He'll outline the many different formats at your disposal – demonstrating which work best for presenting the gospel – and share the secrets of great delivery, introducing his concepts of 'the build', 'transitional sentences', 'life chat' and 'piquing the interest to preach the point'. You'll learn how to use illustrations to maximum effect and how to conclude your presentation with a credible appeal.

CAPTIVATING YOUR AUDIENCE

How to keep your audience sharp





Information overload and high-intensity entertainment are making it increasingly difficult to hold the attention of an audience. This can mean the talk you've spent hours preparing sometimes doesn't get the response it deserves.

“I've known Mark for many years and unreservedly recommend this truly gifted individual. His contribution to leaders not only comes from a wealth of insight, experience and knowledge, but with inspiration and understanding through his ability to communicate, which is very unique.”

Warren Evans,
CEO Sports Chaplaincy UK

It doesn't have to be that way! Understanding human nature is essential to good presentation. There are dynamics in both you and your listeners that will enable you to catch and keep their attention, and there are techniques you can employ that will help your message to be remembered – there are ways to **keep your audience sharp.**

In the session, Captivating Your Audience, Mark Greenwood shares the insights he has gained over nearly thirty years as a public speaker in a wide variety of settings. Mark continually seeks to be a better communicator, believing this is something all those with a speaking ministry should aspire to. He has studied the theory of comedy –how and why humour works – and the mechanics of delivery, and he has put this into practice over many years. Mark's insights will teach you how to better connect with your audience and leave them wanting to hear more.

*BIG YES LITTLE YES
HEALTHY MAYBE*

How to keep the journey sharp





People don't like change yet we design our events and resources as if they do. A stark 'yes or no', one-off presentation of the gospel – a now or never – fails to take into account the inbuilt human resistance to change and, when it fails to be

“Mark's message about the unchanging love of Jesus in a changing culture is life-changing. He is a highly respected Christian leader and speaker with three decades of insight and experience. I commend him to you.”

Matt Bird
Founder of Cinnamon Network

successful, can leave us feeling people aren't interested in Christianity.

If we adopt a more realistic pattern for people coming to faith, we will see more visitors taking steps towards God. We shouldn't shy away from giving people the opportunity to say the BIG YES to God – in fact we should do it more often – but we should also encourage, value and celebrate the smaller steps people take.

In his session, Big Yes, Little Yes, Healthy Maybe, Mark Greenwood urges us to keep the journey sharp by reviewing the way we put together our outreach programmes: from the events we organise, to the literature we use and the way we do appeals. We really can be more effective in actively encouraging journey towards God, and this is something that's easy to put in place!

CREATING AN EVANGELISM CULTURE

How to keep your outreach sharp





When it comes to evangelism do you have a lack of skills or confidence that may also be reflected in your leaders and your church? If the answer's yes, then *you're not alone!* The culture and mindset of many churches are so deeply entrenched that leaders find it hard to look at evangelistic initiatives as something they can implement successfully.

Establishing a rhythm for outreach that is bespoke to your setting can turn this around. Context-appropriate patterns of sowing and reaping can revitalise your evangelism, making and **keeping your outreach sharp.**

In his popular and transformational session, *Creating an Evangelism Culture*, Mark Greenwood demonstrates how a change of approach has the ability to transform the mindset and subsequently the culture of a church. Mark will examine such tensions as attracting and connecting, and event or process. This isn't about shoehorning into a one-size-fits-all solution, but about examining what makes your church unique and building a pattern of evangelism relevant to that. The aim is to find out what works for your context, so you can do it!

“ I heartily recommend Mark as a communications coach. Mark explains profound truths with depth and clarity, and he loads his sessions with direction and detailed procedures, which are not only principle based, but practical and precise in their nature. He draws on years of experience and study to provide those he teaches with the necessary tools to fulfil their communication roles. ”

Rev. Rob Wall

Speaker and John Maxwell Team Coach



“Mark Greenwood is an outstanding leader and communicator. Overflowing with wisdom, he sees things in an incredible light and is able to offer practical and insightful ways to move forward. A powerful evangelist with many years experience in leading others, Mark is a real gift to the Kingdom and someone I wholeheartedly endorse. Mark will be a great help to you and will always approach any opportunity with incredible enthusiasm and humour matched by his depth of understanding and experience. Get in touch with him today!”

Gavin Calver
CEO Evangelical Alliance

The **SHARP** programme is the collection of Mark Greenwood's highly commended leadership sessions aimed at helping leaders become, and remain, sharp both in life and ministry. The sessions have been delivered at conferences, to church leadership teams and for national organisations, as well as through one-to-one coaching sessions.

Mark has been in full-time evangelism for well over three decades. He has travelled the length and breadth of the UK, speaking at churches and events across the full denominational spectrum. He has provided consulting services to national Christian organisations and trained many individuals and teams. Over his time in ministry, he has seen the culture of the UK change dramatically and he continually seeks to understand it in order to help the Church know how to reach out. He is the National Evangelist for Elim churches UK.

The **SHARP** programme is as much about developing the person as it is about developing the gift. It is designed to keep you, your message and those you influence sharp.

The sessions can be adapted to your particular requirements and can be delivered stand-alone or as part of a SHARP programme tailored to your context.

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