

Leadership Principles from Jeremiah

Images That Communicate (Engage Others)

Effective leaders use memorable images when they communicate. Notice the images that Jeremiah uses in [Jeremiah 2:4-19](#).

Based on what Jeremiah did, here are five tips to communicate a message:

1. Begin by grabbing their attention. Jeremiah didn't waste time. He had a strong opening.
2. Use simple language. Jeremiah didn't try to impress them with eloquent language.
3. Stick to one theme. Though Jeremiah used several images, they all related to one theme.
4. Use word pictures. Jeremiah used images they could see in their minds.
5. End with an appeal. Jeremiah appealed to their minds and hearts.