



# **The Power of Multisensory Preaching and Teaching: Increase Attention, Comprehension, and Retention**

*Rick Blackwood*

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Most preaching and teaching in the church engages only one of the senses---hearing. In *The Power of Multisensory Preaching and Teaching*, Rick Blackwood shows how recognizing and engaging the multiple senses of the congregation can lead to greater impact. Blackwood presents both biblical evidence and scientific research showing that the more senses we stimulate in teaching and preaching, the greater the levels of learner attention, comprehension, and retention. Blackwood addresses both the 'why' and the 'how' of multisensory communication. Regardless of one's current skill level, this practical book can help anyone add multi-sensory elements to messages in order to take communication to the next level---more compelling, clear, and memorable. As a result of reading this book readers can be more effective as a communicator and teacher. The book includes tools, examples, and worksheets.

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