

## KEEPING KISS IN MIND

A woman tells the story about her 5-year-old son playing in his first neighborhood softball game.

The little guy named Frankie stepped up to the plate while his dad shouted instructions from the sidelines. Mom and Dad both cheered excitedly when Frankie clouted the ball well out into right field.

Charged with excitement, the youngster scampered around first base and rounded second. Then, confused by so much shouting, he hesitated on third base and seemed not to know what to do next.

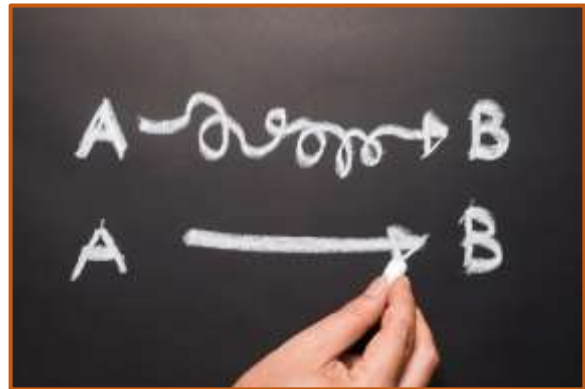
“Run home, Frankie!” his dad screamed, wanting desperately to see him score. “Run home!”

With that, Frankie turned, scooted across left field, squeezed through the fence and disappeared. They found him later sitting in the kitchen of the family home.

Well, Frankie did just as his dad instructed him to do. His father yelled, “Run home,” and that’s exactly what he did. His father needed to be a little clearer in what he was directing him to do.

Good communication, obviously, is important.

When I first joined the Tennessee National Guard, still wet behind the ears (an idiom used often in the South), I heard some of my fellow soldiers once in a while use the acronym KISS. Puzzled, I eventually asked the first sergeant what that was. He informed me the initials stood for *Keep It Simple Stupid*. (On the subject of acronyms, by the way, I think our profession, as do many others, relies on them too much, but that’s another story.)



KISS, however, is excellent advice for effective communication. And that includes teachers, preachers and other public speakers (and me, too).

*Know this, my beloved brothers: let every person be quick to hear, slow to speak, slow to anger (James 1:19 ESV).*

– Beecher Hunter