



Depth Perception™

Commentary from Design For Ministry™
Los Angeles • Milwaukee • Philadelphia • Tampa

Communications Dr. Downs style 30 December 2004

We rarely use this space to advertise services available via Design For Ministry™, but I feel I must recommend Dr. Cal Downs to you.



If you are a congregational or nonprofit leader, you need to know who he is. His writings on organizational communication are the subject of many a doctoral dissertation. His international experience

ranges from OPEC to the Navigators. His mentoring skills are widely respected.

Dr. Downs' work on organizational communication audits was recently updated and republished and is a handy reference for all ministry leaders. "*Assessing organizational communication*" (Guilford Press) is available from most booksellers. In it, he offers a model for understanding the communication loop within an

organization. He also offers impeccable arguments that effective internal and external communication is critical to the efficiency and effectiveness of any organization.

Dr. Downs also developed assessment tools to help ministry leaders understand and work more effectively from their communication style. Further, they can more fully understand the communication styles of those they supervise.

Many regular readers of this column are responsible for appeals for financial support for a specific ministry, or they regularly write narratives of what is transpiring in the ministry. Again, understanding one's style of communication as well as basic styles of the average reader is significantly useful.

Dr. Downs can be contacted via Design For Ministry™ (877.771.3330) Milwaukee office. We will be happy to put him in touch with you.

— mark I. vincent