

The Pursuit of Influence:
How Christian Communicators Change the World

Your Guide: Dr. Harold L. Arnold, Jr.

Overview: This workshop is designed to encourage Christian communicators (e.g., writers, speakers, leaders) to embrace three strategies to advance their life's purpose and thwart the efforts the Adversary to disrupt this promise.

Central passage: *Matthew 21:33-46* (Parable of the Wicked Tenants)

Jesus tells this parable to warn Israel's chief priests and Pharisees that their repeated rejection of Him as savior would ultimately be their demise. And, ultimately, God will cultivate a kingdom that embraces Him as savior.

Our intent today, however, is to use this seldom cited passage to learn God's pattern for cultivating His divine purposes with people of His Kingdom.

Part 1: The Vine

"I am the true vine, and my Father is the vinedresser." (John 15:1)

Remember that Jesus tells that He is the true vine and God is the gardener.

You are created with divine purpose. In our featured passage, the Master (God) plants a vineyard. Within you, God has planted a vine, which has been the DNA of your destiny since before the foundation of the world.

Key Truth: *God gives you the vine. But, you must plant and cultivate the fruit.*

How do you successfully plant your fruit? [Reference Dr. Harold's book, *Second Shift: How to grow your part-time passion to full-time influence* for more details]

1. Listen for God's voice, your audience's needs, and your own capacities
2. Love those you serve
3. Lead with authenticity

Planting is critical to live out your purpose on earth. However, **many Christians fail to consistently cultivate and harvest what has been planted.**

Part 2: The Harvest

Once the vine of influence is planted, your work is not done. We must each undertake steps that allow our vineyard to yield a rich harvest.

While the vineyard (your gifts and influence) are growing, there are three steps that are necessary to reap the full measure of your life-giving harvest.

How do you reap a full harvest?

Step 1: Build a Wall

Step 2: Dig a Winepress

Step 3: Erect a Watchtower

2.1 Build a Wall

The “wall” represents your boundaries – where you have staked your claim. Your wall symbolizes the limits of what you believe is possible for yourself. The reality is that you will never grow beyond the boundaries of what you believe is possible.

Build the wall ...

1. Where you dream not where you stand
2. To refine your creative focus not to shut out other ideas
3. So others understand your stance and your offerings

Take Action: Be courageous enough to build the wall at the perimeter of your possibilities.

How do you build a wall that honors your purpose? Let’s talk about it?

2.2 Dig a Winepress

The “winepress” represents your productivity—a place for transforming your fruit to a desired service for your audience.

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Dig a Winepress that...

1. Extracts all of your potential
2. Reflects your unique creativity and experience
3. Has flexibility to create multiple streams of products and services

Take Action: Avoid “copycat” syndrome and use your creativity to differentiate your product from everyone else’s.

How do you stoke your creativity? Let’s talk about it?

2.3 Erect a Watchtower

The “watchtower” represents your perspective—a place where you can elevate beyond self-centeredness allowing you to see your circumstances from a higher, transcendent plane. But, the watchtower is also a place of shelter where you are divinely protected (though not necessarily exempted) from life’s storms.

Erect a Watchtower that...

1. Holds you accountable for your daily routine
2. Sharpens your anticipation of external threats
3. Offers a haven during times of distress

Take Action: Spend more time and energy in the company of those who are doing what you desire to do.

How do you spend more time and energy among aspiring others? Let’s talk about it?

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Part 3: The Tenants

There is an enemy to your dream. Scripture calls it the “Adversary” that seeks to destroy God’s design in you. You can do all of the right things in planting your vine and building an ideal vineyard. But, ultimately, reaping a full harvest depends on who you let in.

The key point to remember, however, is that the biggest threats to your dream are not external ones. They are internal (“wicked tenants”) and they erode your potential from the inside out.

I call them the **DRAGONS**: [Reference Dr. Harold’s book, *Second Shift: How to grow your part-time passion to full-time influence* for more details]

Doubt:

Regret:

Apathy:

Guilt:

Obstinance (or Stubbornness):

Narcissism:

Scarcity:

As long as the DRAGONS control your mind, they will destroy one dream after another. You can only fulfill your destiny on earth when you evict them from your mind.

How do you evict your DRAGONS? Let’s talk about it?

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