

The POWER of INFLUENCE



**How To Win Back What Has Been Lost
Why “Nice Guys” Should Finish First**

Never Give Up

(Taking Back What's Been Stolen)

- Success consists of getting up one more time than your knocked down.
- David at Ziklag
- David asked the Lord if he should pursue them and was told, that he should (1) pursue (2) overtake and (3) without fail, recover all.
- Abraham's nephew Lot was kidnapped.
- He took 318 TRAINED servants and pursued, overtook and recovered all.
- Bad things happened to good people, but they didn't just accept it. They recovered all!



Is Your Life Difficult Now?

- This too shall pass
- *“For our light affliction, **which is but for a moment**, is working for us a far more exceeding and eternal weight of glory,” Verse 18 continues, “while we do not look at the things which are seen, but at the things which are not seen. For the **things which are seen are temporary, but the things which are not seen are eternal.**”*
- *“Watch ye, stand fast in the faith, quit you like men, be strong.” (1 Cor 16:13)*
- The day my life turned around in 1985. Started with a question... “Are you tired of feeling sorry for yourself?”





“Nice Guys Finish Last”

- *“Behold, I send you out as sheep in the midst of wolves. Therefore, be **wise as serpents** and harmless (innocent) as doves.”* (Matthew 10:16)
- Christian man told me he was losing business because he refused to lower his standards and use high pressure, manipulative sales techniques to close business.
- His competition on the other hand apparently had no scruples and seemed to be prospering despite their use of heavy handed, high pressure “closing” techniques and other questionable selling tactics.
- He was beginning to believe the lie that “Nice guys finish last!”
- He felt he would have to choose between his convictions or profits, as if they were somehow mutually exclusive.



Nice Guys Can & Should Finish FIRST

- Nice guys work hard, compete vigorously, though fairly.
- Excel in providing the best service, the best product, and the most innovative ideas in the most clear, concise and compelling manner.
- They don't "flinch in the face of sacrifice, hesitate in the presence of the adversary, negotiate at the table of the enemy, ponder at the pool of popularity, or meander in the maze of mediocrity."



Four Skills Nice Guys Master

- Win the **heart** (Cannanite Conquest)
- Build the **trust** (Life of Jesus – Phil 2:5-8)
- Develop the **rappor**t (“Show yourself friendly” Proverbs 18:24)
- Earn the **respect** (Do you see a man who [h]excels in his work? He will stand before kings; He will not stand before [i]unknown men.” Prov 22:29)
- Colorado guy / Satellite dish salesman



**7 Strategies For Gaining Influence, Recovering What Was Lost
And Winning in the Marketplace**

7 Strategies Paul (And Jesus) Used

1. Reasoning
2. Questioning
3. Stories / Illustrations
4. Be led of the Spirit
5. Operate in the Gifts
6. Your testimony
7. Speak the Word



A complex fractal pattern with blue and white tones, featuring intricate spirals and wavy lines. The pattern is composed of many small, repeating spiral shapes that create a sense of depth and movement. The colors range from deep blue to light blue and white, with some darker spots in the center of the spirals.

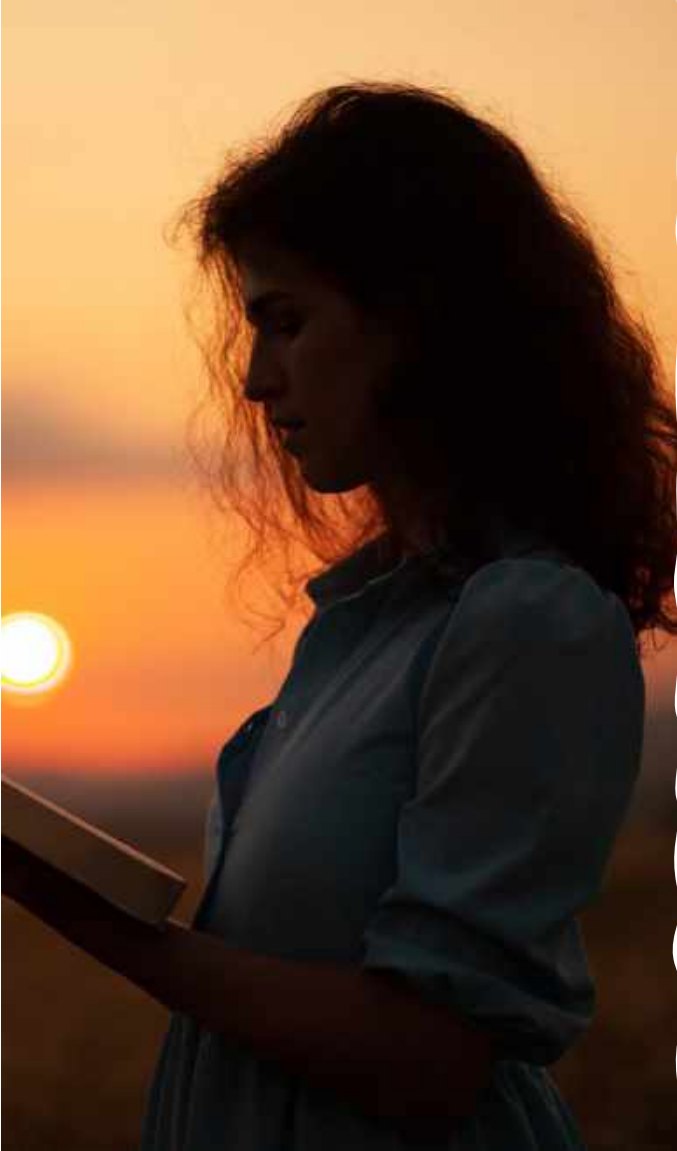
1) Reasoning

What Does This Verse Mean To You?

“The weapons of our warfare are not carnal, but mighty in God for the pulling down of strongholds, casting down arguments and every high thing that exalts itself against the knowledge of God, bringing every thought into captivity to the obedience of Christ.”

(2 Corinthians 10:4-5)





2 Corinthians 10:4-5 (MQP-AMP)

- For the weapons and instruments of our warfare are strategic and tactical, not carnal and governed by mere human nature or aroused by the depraved animal nature. They are mighty and powerful like dynamite, capable of producing results through God to the pulling down, destruction and demolition of strongholds – **those arguments and reasonings** on which someone relies on to defend their beliefs.
- Casting down (without the notion of violence) imaginations, **reasonings, arguments**, and every high-minded barrier that pridefully exalts itself against, and opposed to, the true knowledge of God based on direct, personal knowledge and experience, and bringing into captivity, every thought, purpose or perception to the submission to, and compliance with Christ.

Areopagus Hill was the setting
for Paul's preaching of the
'*Sermon of an Unknown
God*' in 51 AD

- Now while Paul waited for them at Athens, his spirit was provoked within him when he saw that the city was given over to idols. (Jamaica - Hindu's)
- Therefore he **reasoned** in the synagogue with the Jews and with the *Gentile* worshipers, ***and in the marketplace daily with those who happened to be there.***



School of Tyrannus in Ephesus

- And he went into the synagogue and spoke boldly for three months, **reasoning and persuading** concerning the things of the kingdom of God.
- But when some were hardened and did not believe, but spoke evil of the Way before the multitude, he departed from them and withdrew the disciples, **reasoning daily in the school of Tyrannus.**
- And this continued for two years, **so that ALL WHO DWELT IN ASIA** heard the word of the Lord Jesus, both Jews and Greeks.



“Reasoned”

- The Greek word "dialegomai" (διαλέγομαι) comes from the root words "dia" meaning "through" or "across," and "legomai" meaning "to speak" or "to converse."
- In ancient Greek philosophy, dialegomai referred to a method of inquiry and debate where two or more people **engage in a conversation** in order to arrive at a deeper understanding of a particular topic or issue.
- This **method of inquiry** was used by famous philosophers such as Socrates and Plato, who believed that **the best way to uncover the truth was through a dialogue that examined assumptions and ideas, challenged beliefs, and sought clarification.**



The Acropolis

- When Paul went to Athens... He didn't say anything about binding the strongman over Athens while in his prayer closet.
- He went to where the strongman lives (in the minds and hearts of people) and took their arguments captive and brought those folks to Jesus.
- King Agrippa: Almost persuaded...



Keys For Successful Reasoning

(Come, let us reason together... Isaiah 1:18)

- **Active Listening:** Active listening involves giving your full attention to the person you are speaking with and seeking to understand their perspective. This means asking questions, reflecting on their points, and acknowledging their feelings and experiences.



Keys For Successful Reasoning

(Come, let us reason together... Isaiah 1:18)

- **Empathy:** Empathy is the ability to put yourself in someone else's shoes and understand their feelings and experiences. It requires an open mind and a willingness to consider their perspective, even if you don't agree with it.



Keys For Successful Reasoning

(Come, let us reason together... Isaiah 1:18)

- **Critical Thinking:** Critical thinking involves analyzing information, evaluating evidence, and making informed judgments. This means examining your own assumptions and biases, as well as those of the person you are speaking with. It also means being able to identify logical fallacies (false arguments) and faulty reasoning.



The Trump Card of Reasoning

*"For I will give you a
mouth and wisdom,
which all your
adversaries shall not
be able to gainsay nor
resist."*

(Luke 21:15)





The Art of Reasoning

- Using logical and critical thinking skills to analyze information and draw valid conclusions.
- Effective reasoning involves several key elements, including the ability to identify assumptions and biases, recognize logical fallacies (false arguments), evaluate evidence, and construct clear and persuasive arguments.

The Proper Use of Logic

- God never speaks to me in German or Icelandic. Why? Because my mind has not been trained in those languages.
- God is logical.
- We get the word “logical” from the word “logos”.
- In the beginning was the “logos” and the “logos” was with God and the “logos” was God. (John 1:1)
- If you learn how to think logically, you will more readily recognize the logic of God, which is unassailable.
- Paul said “Follow me as I follow the example of Christ.”
- Paul was skilled in the use of reason and logic



Argument: Logic is Not Very Spiritual

- They say that we shouldn't be using our mind to accomplish spiritual objectives.
- Firstly, it is our responsibility to be transformed by the renewing of our minds.
- Secondly, you can't be more spiritual than Jesus and He is the logos of God. He is the personification of logic.
- If you want to be spiritual, get skilled in the use of logic!
- Those who have not been renewed yet, tend to rely on whatever logic they have. When you offer sound logic, it's hard to refute!





Sir Isaac Watts

(1674-1748)

-
- Isaac Watts was an English theologian, poet, and logician. He is best known for his 600 hymns, many of which are still sung today, including "Joy to the World" and "When I Survey the Wondrous Cross."
 - Isaac Watts defined logic as "the art of using reason well in our inquiries after truth, and the communication of it to others."

Thinking Logically Involves Several Key Steps

Perception: The first step in thinking logically use your senses to gather information and identify relevant details.

Judgment: The next step is to form an opinion or belief about the object or idea, based on the information you have gathered.

Reasoning: This involves using logical principles to analyze and evaluate the judgment, and to determine whether it is sound and valid.

Conclusion: The final step in thinking logically is to draw a conclusion based on your reasoning.

Isaac Watts

Principles of Logic

Clarity: Using clear language and precise definitions is essential for avoiding misunderstandings and confusion. (*“For if the **trumpet** makes an uncertain **sound**, who will prepare for battle?”* 1 Cor 14:8)

Coherence: Our beliefs and arguments should be logically connected and should not contradict each other. (*“What then? shall we sin, because we are not under the law, but under grace? **God forbid.**”* Rom 6:15)

Relevance: Logical thinking requires us to focus on what is relevant to the question at hand. (*“**avoiding the profane and idle babblings and contradictions of what is falsely called knowledge.**”* 1 Tim 6:20)



Isaac Watts

Principles of Logic

Evidence: Watts emphasized the importance of evidence in logical thinking. (*“Now faith is the substance of things hoped for, the **evidence** of things not seen.”* Heb 11:1) (*“The **heavens declare** the glory of God; And the firmament **shows** His handiwork.”* Ps 19:1)

Precision: This means that our arguments should be precise and specific, rather than vague or ambiguous. (*“unless you utter by the tongue words easy to understand, how will it be known what is spoken? For you will be speaking into the air.”* 1 Cor 14:9)

Co-operation: Finally, Watts emphasized the importance of co-operation in logical thinking. (*“from whom the whole body, joined and knit together by what **every joint** supplies, according to the effective working by which **every** part does its share, causes growth of the body for the edifying of itself in love.”* Eph 4:16)



Converting an Atheist with Logical Reasoning

Only believed what can be measured...

Do you love your wife?

If she was kidnapped...

Does she love you?

How do you know?

“Greater love has no one than this, than to lay down one’s life for his friends.”
(John 15:13)





2) Asking Questions

Questions: The BIG Can Opener

- Questions are the great can opener, because the mind cannot easily ignore the question.
- It triggers something that automatically makes that person want to answer, even if it's just in their own mind.
- Your question pierces their brain, opening it up, allowing information to flow back to you.



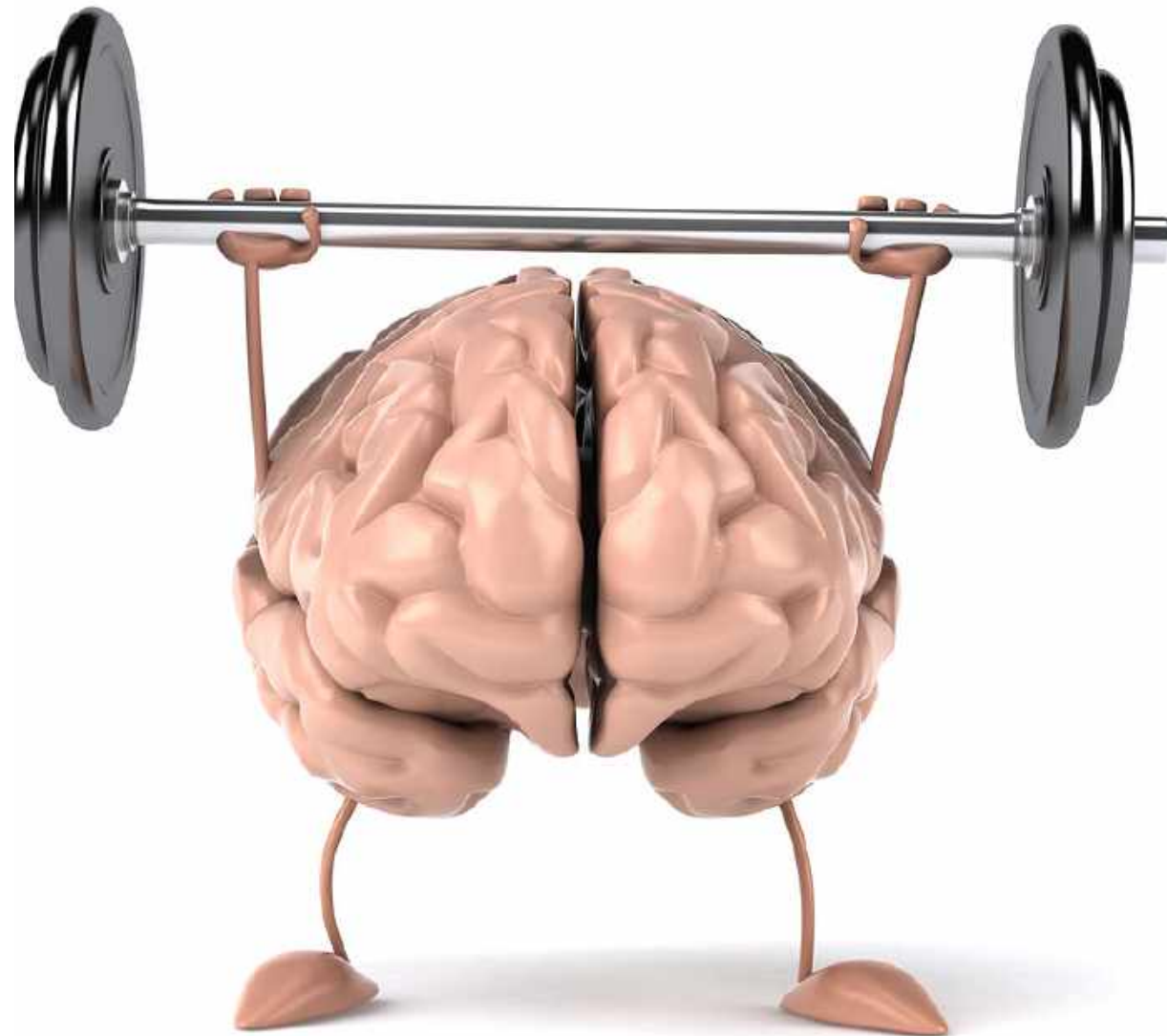
Questioning

- Jesus was asked 183 questions and directly answered less than 10.
- He also asked 307 questions, mostly to those who asked him.
- Jesus, the Master Communicator was 40 times more likely to ask you a question than answer one.
- When Job was reeling from his disasters, God replied to him with 75 consecutive questions (Job 38 – 41)
- When the Lord asks me a question, it forces me to think and reason. (Woman at dam / AC guy at my door)



The Mind is the Gatekeeper

- The best way to penetrate the mind quickly and effectively is with a question.
- Many successful radio and tv ads begin with a question such as “When is a weight loss pill worth \$158 a bottle?”
- When it works!
- When they answer your question, it lets you see inside their thinking and assess their judgment and logic, which in many cases is sadly lacking.



Go Through the Mind to Get to the Heart

- Once the questions have opened the mind and they begin processing what is being said, it begins to drip down into their heart, either softening it or hardening it, depending on what is being said.
- Questions are a great defense... Example: *“Why do the heathen rage, and the people imagine a vain thing?”* (Psalm 2:1)
- They are a great way to silence the opposition.



Example In the News

- BBC reporter decided to confront Elon Musk about allegations that he does not have enough staff to police hate speech on Twitter
- “What hate speech are you talking about?” Musk asked.
- “You use Twitter. Do you see a rise in hate speech?”
- “Just a personal anecdote?”
- When Clayton answered that he did personally see more hate speech on Twitter, Musk challenged him to name just one example, but the reporter could not come up with one.



7 Strategies Paul (And Jesus) Used

1. Reasoning
2. Questioning
3. Stories / Illustrations
4. Be led of the Spirit
5. Operate in the Gifts
6. Your testimony
7. Speak the Word



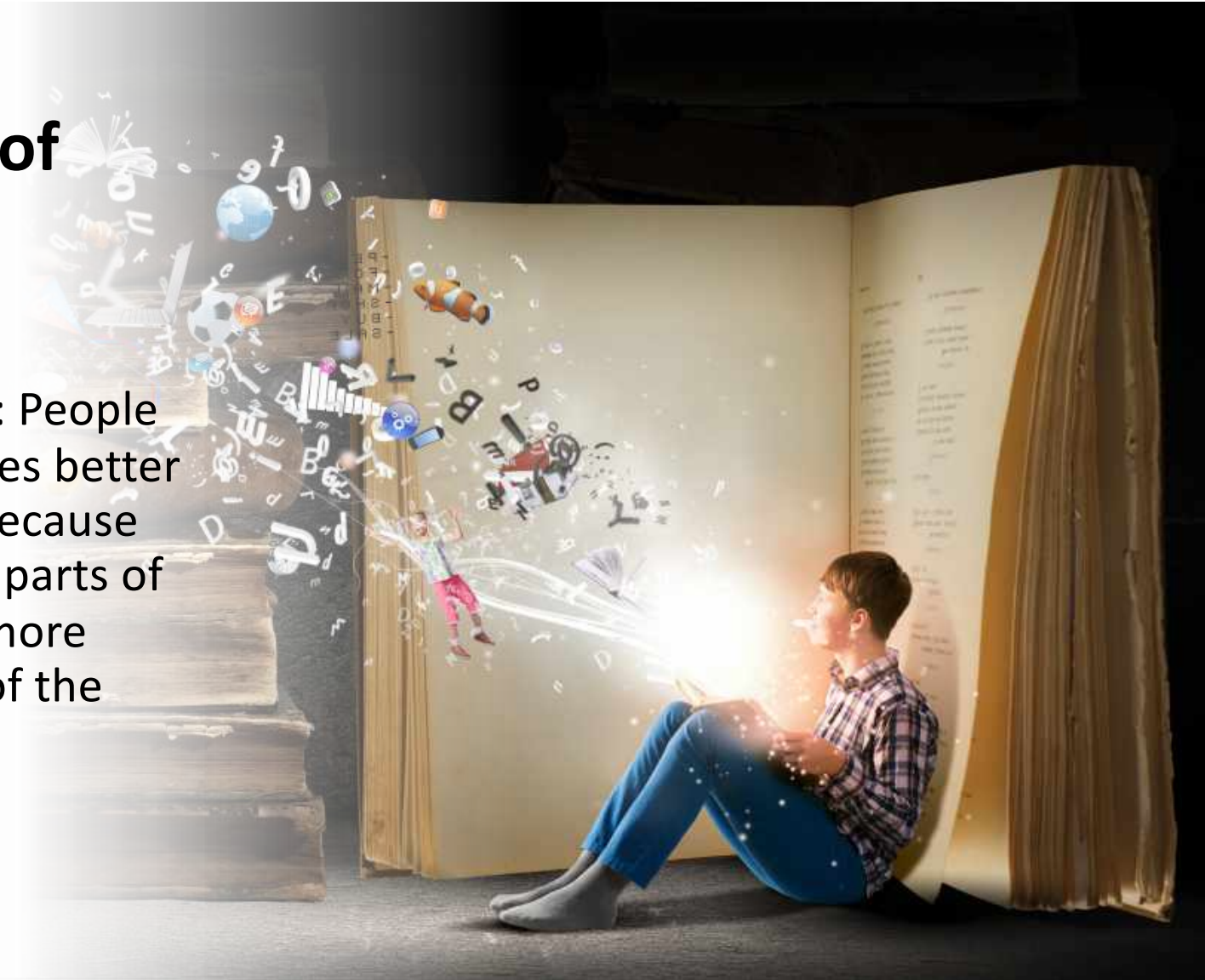
A surreal illustration of a person walking on a path made of an open book's pages, leading to a starry sky with glowing particles.

3) Stories / Illustrations

Opening The Heart

The Power of Stories

Stories are memorable: People tend to remember stories better than facts and figures because stories engage multiple parts of the brain and create a more holistic understanding of the information.



The Power of Stories

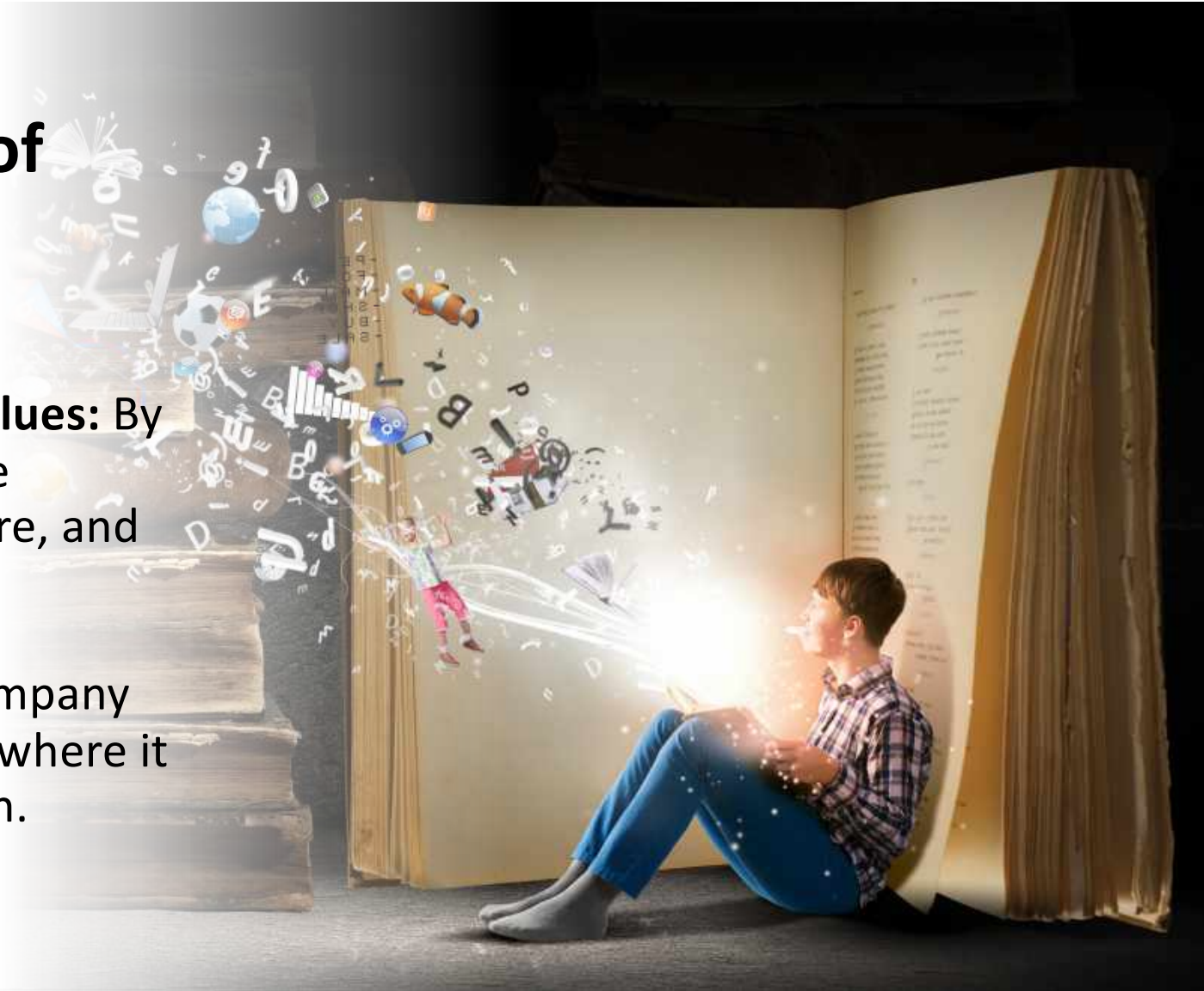
Stories connect emotionally:

This emotional connection is important in business because it helps to build relationships with customers, employees, and other stakeholders. (Business is relational before it's transactional.)



The Power of Stories

Stories communicate values: By sharing stories about the company's history, culture, and values, employees and customers can better understand what the company stands for, how it got to where it is, and what it believes in.



The Power of Stories

Stories inspire action: When a story is told well, it can motivate employees to work harder, customers to make a purchase, or investors to invest in the company.



The Power of Stories

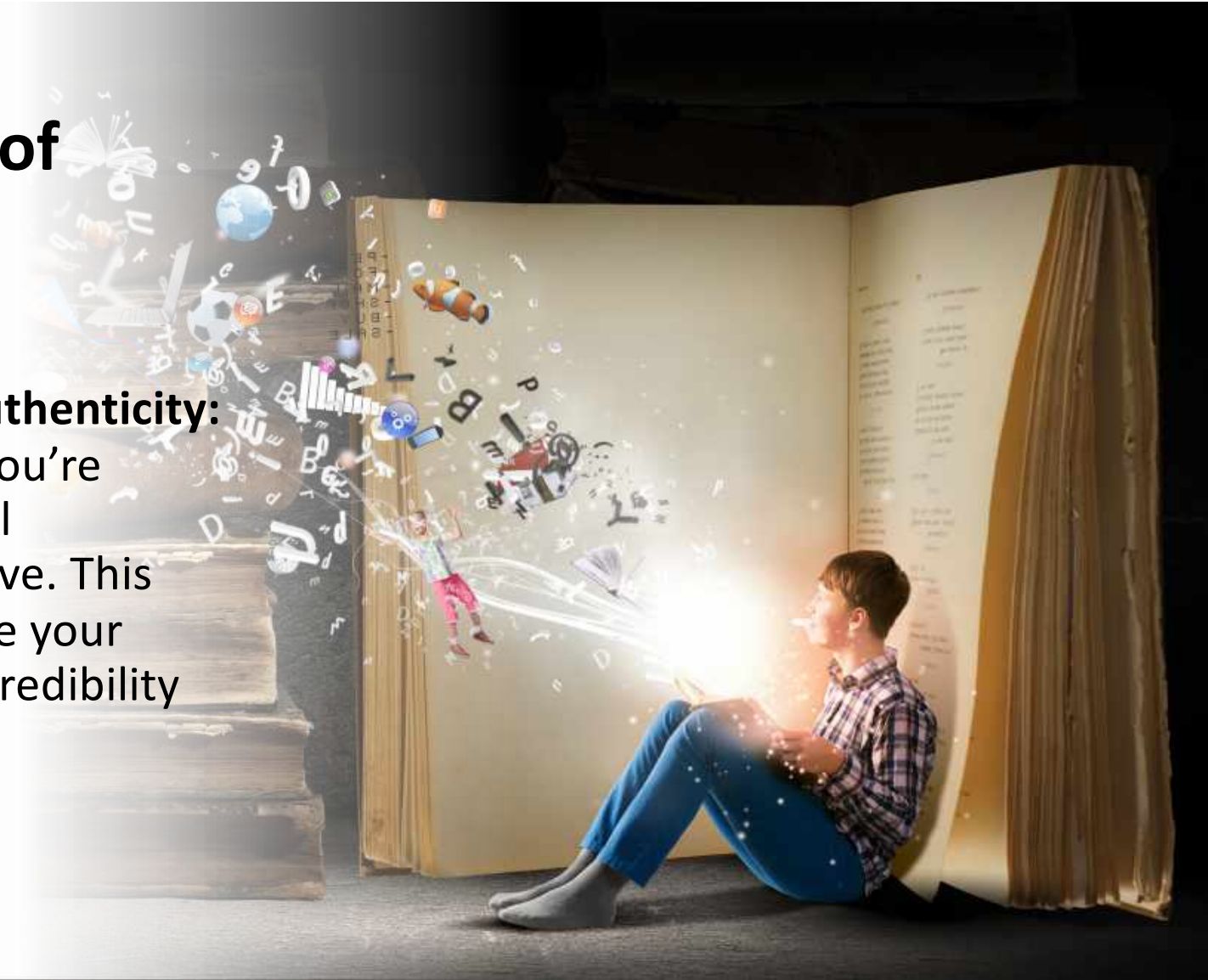
Stories increase engagement:
Stories can capture people's attention and help them connect with the message being conveyed. When people are engaged, they are more likely to remember and act on the information they receive.



The Power of Stories

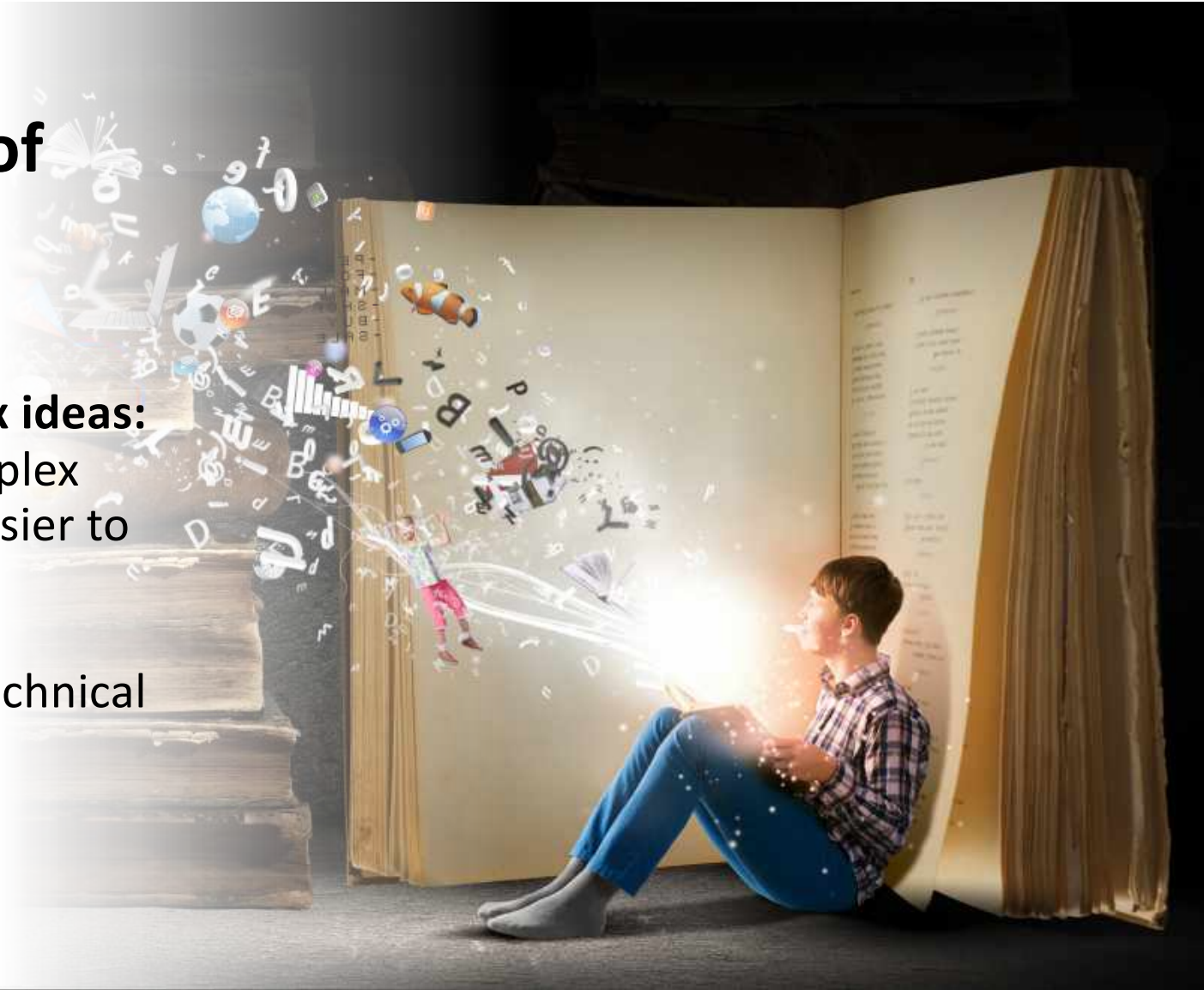
Stories demonstrate authenticity:

When you tell a story, you're often sharing a personal experience or perspective. This can help to demonstrate your authenticity and build credibility with your audience.



The Power of Stories

Stories simplify complex ideas: Stories can simplify complex ideas and make them easier to understand. This can be particularly useful when communicating about technical or abstract topics.



Apple Ad Campaign

- In the late 1990s, Apple launched a marketing campaign that featured a series of commercials highlighting famous individuals who had made significant contributions to society.
- The commercials featured images and footage of these individuals, along with a voiceover that told their story.
- The campaign helped to reposition Apple as a brand that celebrated creativity and innovation, and it is widely regarded as one of the most successful advertising campaigns of all time.



Think different.

Think Different





Southwest Airlines

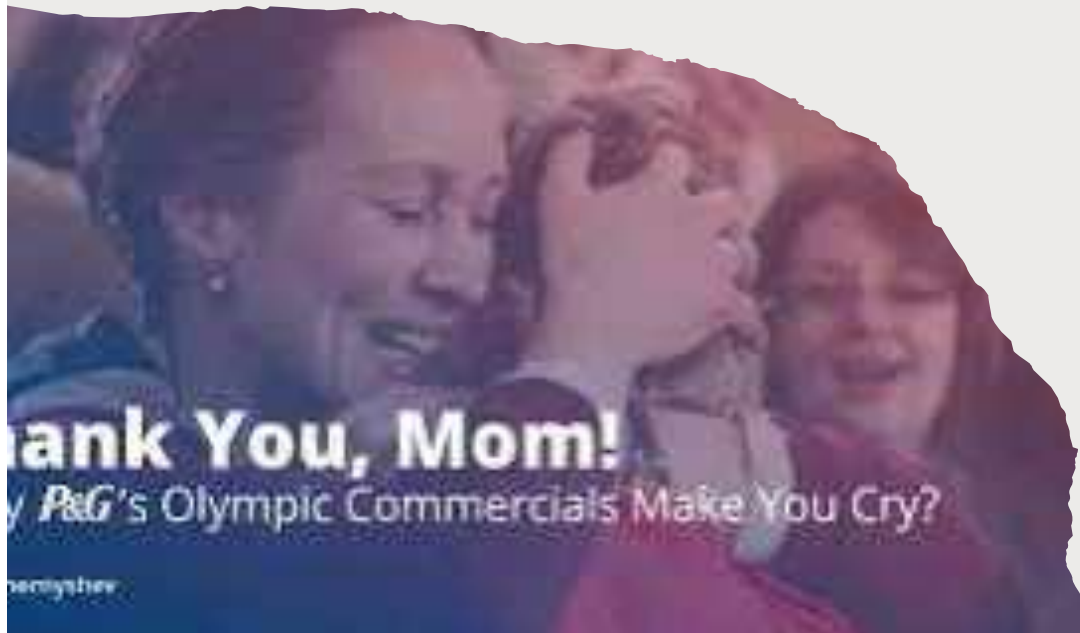
- In the early 2000s, Southwest Airlines launched a marketing campaign that highlighted the company's commitment to providing affordable air travel to customers.
- The campaign featured a series of commercials that told stories about real people who had benefited from Southwest's low fares.
- By highlighting these stories, Southwest was able to demonstrate the value of its service and differentiate itself from its competitors.

Southwest Airlines Freedom Fares




Proctor & Gamble Thank You Mom!

- In the lead-up to the 2012 Summer Olympics, Procter & Gamble launched a marketing campaign that celebrated the role of mothers in the lives of athletes.
- The campaign featured a series of commercials that told emotional stories about mothers supporting their children through the ups and downs of athletic competition.
- The campaign was hugely successful, generating over 20 million views on YouTube and helping to increase sales of Procter & Gamble products.



Proctor & Gamble – Thank you Mom





A few examples of how storytelling increased someone's power of influence



- **Martin Luther King's** "I Have a Dream" speech is widely regarded as one of the most powerful speeches in American history.
- In the speech, King used storytelling techniques to paint a vivid picture of the world he wanted to create, where people of all races could live together in harmony.
- By telling stories about the struggles and aspirations of African Americans, King was able to connect with his audience on an emotional level and inspire them to work towards a better future.





A few examples of how storytelling increased someone's power of influence

- **Steve Jobs' product launches:** Jobs was known for his ability to captivate audiences with his product launches.
- He would tell stories about the challenges his team had faced in developing new products and explain how these products would change people's lives.
- By telling these stories, he was able to create a sense of excitement and anticipation around Apple's products and increase his power of influence with his audience.





Stories / Illustrations

- Jesus told many parables
- The kingdom of God is like: leaven, a sower, a **pearl of great price**, a treasure in a field, etc.
- Reboot / Restore / Rejoice
- The glove



Basic Story Structure...



- **The Setup:** This is where you establish the world and characters of the story. You introduce the main character and their situation and provide some context for what's to come. This is also where you introduce the central conflict of the story, or what the main character wants and what stands in their way.
- *It was 2004 in Jamaica. I hired a driver for two days. He said he was a Rastafarian when he found out I was a Christian.*





Basic Story Structure...



- **Confrontation:** This is where the main character faces the bulk of their challenges and obstacles. They must struggle to overcome them. This is where the tension of the story builds, and where the character's flaws and strengths are tested.
- *He is conflicted because he really doubts the existence of God. I ask about his life, what motivates him and how he got to his belief or lack thereof. Then introduced the gospel and he offers resistance*





Basic Story Structure...



- **Resolution:** The story reaches its climax and resolution. The main character faces their biggest challenge yet and must use everything they've learned and all the resources at their disposal to overcome it.
- Finally, the story ends with some sort of resolution, preferably a happy ending.
- *I share the glove story and ask if he wants to know what it's like to have God place His Spirit in him. He says he wants to think about it overnight and would let me know the next day. He thought about it. Explained his thought process and wanted to pray to receive Christ.*



Practical Application

- Case studies
- Testimonial videos
 - This was the problem
 - This is what we tried
 - Then we found you
 - This is how it turned out and solved our problems that the other options didn't or couldn't.
- *"Since I have been using this program, I have seen my sales increase by up to 100% conservatively."*



4) Be Spirit Led

“As many as are led by the Spirit of God, these are the sons of God.”
Romans 8:14

“And the Lord went before them by day in a pillar of cloud to lead the way, and by night in a pillar of fire to give them light, so as to go by day and night.” (Exodus 13:21)

Some Tips...

- Jesus only worked where He saw His Father working.
- He got to Lazarus 4 days after he was dead. Made for a great story!
- Worship God (i.e. Mayor of OKC / SAW event)
- Recognize God's Timing (i.e. FCCI)
- Guide me / Show me those you have prepared... Kingdom men and women looking for the king (i.e. Judy & pest control)
- Victoria: Bagpipes



5) Operate in the Gifts

“For to one is given the word of wisdom through the Spirit, to another the word of knowledge through the same Spirit, to another faith by the same Spirit, to another gifts of healings by the same Spirit, to another the working of miracles, to another prophecy, to another discerning of spirits, to another different kinds of tongues, to another the interpretation of tongues. But one and the same Spirit works all these things, distributing to each one individually as He wills.” (1 Cor 12)



Operate in the Gifts
as He wills

- Woman at dam (healing)
- Rutherford County (discerning of spirits)
- South Dakota (word of knowledge)
- Shawn in Ohio (prophetic – doubled implementation)

6) Share Your Testimony

(It may be against the grain)

- “And they overcame him by the blood of the Lamb and by ***the word of their testimony***, and they did not love their lives to the death.” (Rev 12:11)
- Paul shares his testimony with King Agrippa and most likely why he insisted on going before Caesar
- “What’s your sign?” (1978)



The Power of Personal Testimony

- Personal testimony refers to the act of sharing one's own experiences, beliefs, and values with others, usually in an attempt to persuade them to think or act in a certain way.
- One of the key advantages of personal testimony is its authenticity. When people share their own experiences and beliefs, it can be more compelling than if they were simply presenting facts or statistics.
- Personal testimony is often seen as more credible and trustworthy, as it comes directly from the individual who experienced it.
- It can help to build trust, empathy, and understanding between individuals, and can be an effective way to challenge existing beliefs and attitudes.





7) Speak the Word

- “I simply taught, preached, and wrote God’s Word. Otherwise, I did nothing. And then, while I slept or drank Wittenberg beer with my Philip and my Amsdorf, the Word greatly weakened the Papacy and never a Prince or Emperor inflicted such damage upon it. I did nothing. I could have brought bloodshed upon Germany. Yes, I could have started such a little game at Worms that the Emperor would not have been safe. But what would it have been?... I left it to the Word.” **(Martin Luther in 1522 during the reformation)**



Speak the Word

- “The word of God is quick, and powerful, and sharper than any two-edged sword, piercing even to the dividing asunder of soul and spirit, and of the joints and marrow, and is a discerner of the thoughts and intents of the heart.” (Hebrews 4:12)
- “The entrance of thy words gives light.” (Psalm 119:130)
- “Therefore the law was our tutor to bring us to Christ,” (Galatians 3:24)
- “So then faith comes by hearing, and hearing by the word of God.” (Romans 10:17)
- AC guy (God is love)
- “My tongue is the pen of a skillful writer.” (Psalm 45:1)
- So ask the Holy Spirit to make your tongue the diamond tipped iron stylus of a ready writer to make your tongue the pen it says of a ready writer. (Jer 17:1)

The Destiny Creed

I was created in the image of God¹, crowned with glory and honor², to glorify Him by completing the work He gave me to do³. I am God's workmanship created in Christ Jesus for good works prepared beforehand that I should walk in them⁴.

Therefore, I will be fruitful and multiply, replenishing and subduing the Earth⁵, for God made me to have dominion over the works of His hands⁶.

By faith, I will obtain a good report⁷, not growing weary in well doing, but reaping in due season⁸, walking in wisdom⁹, and redeeming the time for the days are evil¹⁰.

I was created for His pleasure¹¹, purchased with His blood¹², delivered from darkness¹³, made alive in Christ¹⁴, transferred into His kingdom¹⁵, seated next to Him in the heavenly realms¹⁶ and called with a holy calling¹⁶. I will seek first His kingdom¹⁷, not looking back¹⁸, but pressing into it¹⁹ with unrelenting force²⁰, I will destroy the works of the devil²¹.

I will be about my Father's business²², doing it with all of my heart²³, that I may apprehend that which I was apprehended for²⁴. With all diligence I will make my calling and election sure²⁵, forgetting those things which are behind and reaching ahead, I will press toward the mark of the high calling of God in Christ Jesus²⁶.

I will be strong, doing exploits²⁷, trampling the lion, cobra and dragon under my feet²⁸; for He has given me power to tread upon serpents and scorpions and over all the power of the enemy; and nothing will by any means hurt me²⁹. I will fulfill the ministry I have received from the Lord³⁰.

Michael Q. Pink
MichaelPink.com

[1]Genesis 1:27 [2]Psalm 8:5 [3]John 17:4 [4]Ephesians 2:10 [5]Genesis 1:28 [6]Psalm 8:6 [7]Hebrews 12:2 [8]Galatians 6:9 [9]Colossians 4:5 [10]Ephesians 5:16 [11]Revelation 4:11 [12]Acts 20:28 [13]Colossians 1:13 [14]Ephesians 2:5 [15]Ephesians 2:6 [16]2 Timothy 1:9 [17]Matthew 6:33 [18]Luke 9:62 [19]Luke 16:16 [20]Matthew 11:12 [21]1 John 3:8 [22]Luke 2:49 [23]Colossians 3:23 [24]Philippians 3:12 [25]2 Peter 1:10 [26]Philippians 3:13-14 [27]Daniel 11:33 [28]Psalm 91:13 [29]Luke 10:19 [30]Colossians 4:17