Influencers DNA

Through the years you have heard me, and as well yourself, state the importance of maintaining the DNA of Influencers as we expand our outward and growth. This is important for the reason that many companies, churches and ministries lose their DNA because of their growth, or because of losing key DNA "keepers," which often results in losing that which was unique and good. In the case of Influencers, I fear that losing our DNA would result in losing God's anointing on this ministry. It is obvious to all of our leaders and those involved in any capacity that God has created a very special message to the Body of Christ by raising up messengers through Influencers to declare "ABIDE, ABIDE." His anointing is on this message and it has been on this ministry from the start. It was by His inspiration and leadership that we have been formed and launched, as a ministry. We have been led by Him the whole way. Our mission is to bring Him glory and with Him, build His kingdom in the hearts of His children. We must at all cost protect what He has begun and stay on the path that He has invited us to.

Many times, I have been asked to write out this DNA so that it can be plainly understood and carried forward. It will be my objective to begin this process with you so that it can be a litmus test for future "Keepers of the DNA," who will take forward this good work that God has begun in all our lives.

To begin I feel that the DNA needs to be understood through these three points:

Why we feel strongly about it.

How the DNA will be our friend for hearing God's guidance.

What we do in the areas that our leadership is required to maintain the DNA.

Three Pillars of the Influencers' Ministry:

I feel there are *three pillars* that represent Influencers and how the DNA feeds into them. They are:

Leadership (hiring and inspiring staff, global board, regional boards and support personnel)

The Journey (maintaining the heart and integrity of the process)

Regional Expansion (the forms that are used to deliver our message on abiding while keeping the DNA as we move outward from where the DNA began)

We will eventually be discussing all three areas. I would like to proceed first with our **Leadership DNA**, for our present and future leaders must have this DNA present in their lives to be anointed, wise and effective leaders for Influencers. Our protection of the DNA begins in the

leaders who serve this ministry both as Global and Regional Board members and present and future staff.

Our Leadership DNA:

Several years ago, when we had our last National Summit in Malibu, I met Pete in the back of the room where we had just heard from several of our leaders across the country. With tears in his eyes Pete said, "I have never seen so many good leaders in one ministry." Pete went on to suggest that I should write a book on leadership development using the Influencers' model. When he said this, I already knew the answer. I have come to see that it is the culture and the DNA that this culture represents that raises up the leaders who reflect its values, not the work of men or a man or a developmental plan. Bad values are passed along as well good values. Future leaders in church or business are formed by the culture they are raised in. The great leaders in Influencers have emerged from the discipleship process that has formed us all. We have not been trained or schooled or disciplined or appointed to leadership based on the normal selection processes that are typically used. Our leaders have or should be called, invited and prepared for leadership because of their intimate relationship with Jesus. That is the first and foremost DNA factor for those who are on point as leaders with this ministry. It is the about the soul health of our leaders. Our first DNA test for our leader is his heart and soul. See the following scripture:

But the Lord said to Samuel, "Do not look on his appearance or on the height of his stature, because I have rejected him. For the Lord sees not as man see, for man looks on the outward appearance, but the Lord looks on the heart." I Samuel 16:7 ESV

Several times, we've had well meaning leaders from other sectors try to tell us "how to run" Influencers these last 19 years. Their approach had all the markings of sound business, best practices and their skilled leadership from their experience in business, or at least the theory of it, convinced them that they were right and our method was flawed. But these people had no idea about leading a ministry by faith and dependence on God. Even their tactics to wrestle for control to "do it right" smacked of a lack of understanding with purity and integrity of heart and motive. Thank God they did not have their way. But it has been and will be a continuous threat, for those who have not been raised from the DNA and infused with the DNA and understand that this DNA is our friend not a limitation, will not join that which we hold dear. The fact is they will want to change it and that is why I feel it is essential that our present and future leaders strongly identify with the reasons we hold true to our DNA, so that it can be protected with successor leadership that will come on board. You, and our future leaders, are to be the protectors of the DNA. If it is fully understood and protected then when a threat to it comes, our leaders will be able to discern it and can stand firm. I believe it will also foster a ministry culture that God continues to bless, as He has done to this point.

The Board Member

There are several type board members and reasons to be on a board. There are members who do not want to be involved in the workings, only to give oversight. This is not our kind of board member. There are companies and even churches who want no responsibilities to be given to board members, and their role is only to be a figurehead. This is not our kind of board member, for this is more about a **resumé** for the company or the member, or a token role being filled. Then there is a working board where the individuals serve in a specific capacity to assist the

mission of the organization they represent. This is more like our kind of board member, but not completely for there is more that qualifies our leaders, such as:

Influencers' boards, and the people on them, are about being a team of godly leaders who have a common interest with serving the ministry needs of the ministry with their wisdom, ministry service, spiritual gifts, and financial support. These leaders are to be viewed more as "elders" based on 1 Timothy 3:1-7. That is why we are always asking and encouraging soul health in our leaders, for if they are not healthy there, then their leadership and unity will not be healthy as well. This is the application of the guidance we have received from Jesus that we will not bear fruit if we do not abide in Him. But good fruit will come from abiding and abiding in Him is the way to a healthy soul. This is a **BIG DNA** need and a perspective our boards need to protect.

Recently we have seen some departures from our global and regional boards. Boards need to rotate when the time is right to allow a younger generation a place at the table. I think of our faithful board members Bob Brown and Tony Elliott who served this ministry since 2001 and were our original board members serving for 15 years. They rotated off last year for the good reasons mentioned. But we also have some others who have rotated off for another good reason. They were not soul healthy and needed to find their first love again. Their lack of soul health showed symptoms of divisiveness, lack of unity of purpose and spirit. While we want to protect this ministry and our boards from things that divide, and board members who do such things need to be pruned out, we must not forget our concern for this member which is to lovingly deal with the real issue at heart, which is that person's heart. While a board member's heart is being healed and nurtured, he needs to back away from his board duties to heal. These two reasons are both good reasons to rotate off, which we've seen done well.

Ministry to Board Members

Let it never be said that this ministry and its leaders use and discard our faithful leaders because they no longer "produce" for the ministry. Jesus would never do this, so let us not do it. That is why we must continue to hold each other up, even though rotating off because of issues of soul health or otherwise requires it. These departing members should be lovingly guided to see the higher priority that soul health is a greater need than serving on the board. Perhaps they can re-rejoin the board one day, if is best for them and the board? But this continued commitment to their soul health must be our standard for the DNA to be protected.

Our ministry board should nurture and protect our staff and each other, and the staff should nurture and protect our boards. This creates a culture where spiritual gifts are appreciated and utilized, creativity is fostered, and healthy relationships foster a team mentality. The model Jesus gave to His disciples was to love one another, to be gentle, patient, bearing each other's burdens. We see this is these passages:

Ephesians 4:2: "Be completely humble and gentle; be patient, bearing with **one** another in love."

1 Peter 4:8: "Above all, love each other deeply, because love covers over a multitude of sins."

John 15:12: "My command is this: **Love** each other as I have **loved** you."

I spoke of a culture raising up leaders that reflect its values. This is why we see the great leaders emerging from Influencers. This is the culture we've fostered, and one that needs to be protected. This is DNA developing its leaders now and for tomorrow.

Board Apprenticeship

With our last global board additions, they were given a six-month non-voting exposure to be part of our board before being voted on. This proved to be a wonderful way to vet them and they us. This is where they picked up the heart and soul of Influencers before becoming a voting board member. They have proven to be the men we have prayed for, and we the ministry they believed us to be. I believe this would be a good practice for all of our boards to consider. I believe a period of apprenticeship is used in many instances and practices and proves to be a good practice. This can be another method for our seasoned board members to transfer their wisdom and heart while raising up another ministry team leader to join the vison and heart of what we do. This ensures that DNA is infused early on in a board member's perspective in their leadership. It also allows us to take forward many years the DNA of this ministry.

Necessity of Prayer:

Prayer is the real battleground. In a nation of *doers*, and having lived in a business culture of *doers*, and looking at a church culture of *doers*, it becomes very easy to do rather than pray before *doing*. I feel that our Boards should be a team of prayer warriors, along with being disciple makers. We precede all our *doing* with prayer, and in the midst of *doing* we are praying. Let us not neglect this powerful need and opportunity. Prayer is our necessary connection with abiding in Christ. Let us be leaders of prayer, and responders to God's insights through prayer, before we are leaders of anything. This is DNA.

The First Love - The Root of our DNA

In Revelations 2:2-4 we read about the loss of the *first love* of a church. "I know your works, your toil and your patient endurance, and how you cannot bear with those who are evil, but have tested those who call themselves apostles and are not, and found them to be false. I know you are enduring patiently and bearing up for my name's sake, and you have not grown weary. But I have this against you, that you have abandoned the love you had at first."

It appears that this church was doing many good, religious activities. But they were now missing the heart of why they were doing these things. In other words, they were going through the motions of religious activity. How serious was this neglect in the eyes of Jesus? Here's what He said in verse five. "Remember therefore from where you have fallen; repent, and do the works you did at first. If not, I will come to you and remove your lampstand from its place, unless you repent."

The Church of Ephesus is now no longer. There are only ruins of a building. The church is nowhere to be found in that area, although Christianity has continued to grow in regions around it. Therefore, we must conclude that this particular church never found its heart and love again, and Jesus indeed removed His Lampstand (favor) from the church. That is what

happens when a ministry loses its original DNA, if that DNA is founded on something real and from Jesus such as keeping our *First Love* active. The anointing continues if we will do this.

As I studied this passage and tried to think it through based, not on other commentaries but on my own prayerful consideration, I have come to see a different description of the "first love" mentioned. Most commentaries conclude it was their original, enthusiastic love for Christ that they lost, the love they had at first because of their salvation. But I believe otherwise. The word for love mentioned in this passage is agape, which is God-like love. I believe that our love for Christ is a response to His agape love for us and our love response is a "second love." I believe it was His love for the Ephesian Church that was the first love given to them, and it was this that they had forgotten. As I, as well you, have been taken to new revelations about the impact our love connection with Christ through abiding with Him give us, I see that His love to us and our response to Him is the activator for our love to others. It is in this soul healthy, inside-out loving connection with Him that is expressed to our world around us, and it is this that creates the fruit He promised.

So how does this play into our leadership DNA? As a ministry, Influencers must keep in our minds and hearts a DNA truth about the love connection we have with God. It is this: He initiated what we've been given. He loved us first. He came after us first. He revealed Himself to us first. Influencers was His idea, and we were birthed from a healthy, faithful love connection with Him to us and then us back to Him. That formed the anointed connection and the anointed ministry we see. Therefore, if we want to protect our DNA and maintain His anointing, then we must never fail it by forgetting *our first love*, which is His love for us. Then our purpose and our ways of doing ministry is built on this truth, and it will not fail if this connection is protected.

Second DNA Pillar - The Journey

The Jesus Process

As we look at scripture and see the way Jesus discipled His men, we see two aspects that describe being a disciple and being discipled. What we see is Jesus discipling the men, and then they are told to then go and disciple others as He had done for them. This duel process describes what being a disciple of Jesus is, based on the way He defines "Disciple." Had the men not been discipled by Jesus, they would have been no different than others who had not had intimate contact with Him or having been discipled by Him. His discipleship changed their life.

To initiate discipleship in these men, it had to be <u>Jesus to them</u> first. But it couldn't stop at this point with it just being about them being better men. To be Jesus' disciple they were then told to "go and make disciples." Therefore, being a disciple of Christ has to be lived out by then making disciples, but it starts with being discipled. For this biblical reason and the model Jesus gives us, *The Journey* process must include these two aspects of discipleship for it to be patterned after Jesus' model. We must understand the following truth about being a disciple of Christ:

"To make disciples we must be discipled, and to be a disciple of Christ we must make disciples."

For years I have made this important connection to be a disciple of Christ. Our boards all know this. Unfortunately, we have many participants in *The Journey* who are content with only getting something for themselves while forgetting that other admonition from Jesus which is to "Go and make disciples." To change this misunderstanding, stronger messaging about this need has been incorporated into the 2019 revised Journey edition and new books have been written to sprinkle this message throughout. The strongest message and the final charge to reach back and make disciples is given in *Beyond the Inner Chamber*. Therefore, to give a clear view of *The Journey*, it needs to be seen as a two-year process to fully develop its DNA into a participant who will in turn transfer it to others.

The first year is to be used to pour into the participants by our guides using our process to move a man or woman into a deeper intimacy with Christ. But the first year will be incomplete if it stops there, for the serving others aspect has not been engaged. As good as it may seem to be to the person who has just completed the first year, it gets even deeper, clearer and best and closer to Christ when we then help others find what we are finding ourselves. This follows the *Jesus Model* of discipleship and is why we need to understand that the DNA of *The Journey* must follow His process, which we are trying to do.

A Grace Driven Vertically Oriented Process

The Journey is a clear and focused message by Christ to come and abide in Him. It is biblically based and is layered with scriptural foundations that build on top of each revelation as it

unpacks over the nine months. That is why it is a process and not a program. That is why God has revealed it as such.

Jesus discipled His men for three years. They needed time with Him to understand His heart and mission and this required that they needed to know Him, <u>really know Him.</u> For this reason *The Journey* process needs to be followed and not quickly expedited to get to the fruit bearing phase that we all want, or worse to just check it off as another study completed.

The Journey has a rhythm and flow. It syncs with the Holy Spirit who is present in it. It is a message from scripture that is slowly transferred, as the participants engage in the process. It must be followed as inspired, or it will not become a healthy organism that reproduces. The reproduction I speak of is the "fruit" Jesus promised in John 15. Like good music or a good story, The Journey is laid out to build momentum, to build a crescendo that grows stronger toward the end. Some people repeat it a second time and say that they need to go through it again because it was finally sinking in at the end. Good! Let them do this. But we need to keep messaging that the deeper dive into The Journey is when we are helping others discover what we are discovering about Christ, and our abiding in Him.

Because *The Journey* is grace driven, it must be a voluntary process that we invite participants to follow, but do not demand or require it. This has to be the case with *The Journey*, for it was the same with Jesus. There were cases that He invited others to join Him, but He didn't require it. Some came, some did not. To be His disciple would be an all-in process then as it is now, for He hasn't changed, nor has the cost of discipleship changed if it is the *Jesus Process*. Still, it was always a choice and a sacrifice that He required to be made by those who followed Him.

Though we need to clearly message that the first year is incomplete and the need to serve the next year in some capacity completes the process, it too cannot be a requirement. We have to help a participant see the clear command that Jesus gives to them to reach back and help others but not as a requirement, rather as a blessing that deepens their own walk. If they have begun a deeper connection with Christ because they realize His love for them, then they will want to share His love with others. By serving as a guide or co-guide the second or third year, they allow this flow-through process to engage others while they will be refilled more and more in their life's journey.

It is doubtful that once the Co-Guide process is engaged that it will end there in most people, provided they have begun to abide in Christ. Jesus described Himself as, "Living Water." This type of water was understood to be flowing, always fresh, sweet, good and the best. It contrasted to the other types of water sources in the area, which was polluted, stale, poor in taste. Little wonder people looked for spring water that flowed from deep within the earth. This was called Living Water. When we begin to abide in Christ, He is like that Living Water to us. We will always seek Him, for our intimate unhindered relationship with Him is far better than what a stale religion gives us. *The Journey* process has been inspired to begin a spiritual journey in a man or woman's life that continues all their life. The two-year process in the foundation for this journey they will be on for the rest of their life.

A Healthy Organism Will Reproduce

Let us not take on a role or a responsibility that is not ours to carry when the Holy Spirit will take that role. Let us rely on Him to nurture reproduction and it not become a strategy to produce more groups and disciples for Him just to show production. This becomes a trap for over eager, organizationally minded leaders. Trust the process. Trust what Jesus promised. They will bear fruit if they abide in Him. Our main concern as leaders with maintaining the DNA of *The Journey* is to keep it pure and simple, as it has been inspired. Don't change it or short cut it. Nurture the understanding with how it is to be used and protected. Without exception we have seen lack of reproduction when *The Journey* is modified. The evidence is there. They don't get it and move on to the next thing. *BUT* we see the evidence of reproduction, as an organism will do, when it is healthy. Let that be the strategy we patiently stay with. Let's try to make all our Journey Groups as healthy as they can be and trust the process that follows. That is why we say:

START SMALL, GO DEEP, PRAY BIG!

The practice of Influencers is to release *The Journey* to be used by any ministry that wants to use it. We will train them in the correct use of it. But we want to make sure that they pledge to not modify it and still represent it as *The Journey*. Again, we've seen this done and as expected the people who went through it have not reproduced and were greatly disappointed thinking that it had over promised results. These people were also disappointed for they had heard so many good things about the process and wanted to be part of a Journey Group. But they found it wasn't any different from what they had seen and heard before with other programs. The reason is because they didn't see *The Journey* presented as designed. Sadly, it would have been better that this group or individual or any other ministry not be allowed to represent *The Journey* process and misuse it by misrepresenting it. This is where clear messaging is required in training and distribution of the *Journey* process.

Influencers is Kingdom minded regarding *The Journey*, and we desire that all of God's family enter into the place *The Journey* will take them. For this reason, we are eager to share it. But be on guard and know that it is the evil man's scheme to divide and divert eyes away from Christ's invitation to come closer to Him. Modifications of the simple and pure process such as has been mentioned have prevented multiplication, by diverting people away from intimacy with Jesus. It is not realized by most who modify it. That is not their intentions. They just think there is a better way. They could even have good hearts and intentions. But the damage is the same. This is where protecting the DNA of *The Journey* becomes the primary mission of our Global and Regional Boards. Training is the best place to impact this problem.

Evolving Results

Though the *Journey* process stays constant, the results are growing exponentially. But with growth comes greater challenges with potential dilution of the DNA. For that reason, organizational growth must grow side-by side with guarding the DNA. This should be the responsibility of ever Regional District. Let us unfold it and unpack it generously, but as well with discernment so that it doesn't become the target of *"good ideas to make it better."* Most of the time I have heard suggestions like this by people who really do not understand the heart of *The Journey* or have complete buy in with the patient process that is at the core of its DNA. We can take it into the future, and it can serve millions of people around the world until Christ

returns if it is protected. It is about Him and them and we know what happens when this happens. Abundance of disciples being raised up.

Third Pillar - Protecting the DNA in Our Expansion

Influencers was founded by an ordinary businessman ministering to other ordinary businessmen. This group of ordinary businessmen then became the model of expansion as they reached out to their circle of influence to share what had been entrusted to them. They became stewards, messengers of Jesus' invitation to come and abide in Him. For several years these men continued their ministry with sharing that which had been entrusted to them, while other ordinary men and women like them joined as messengers to guide other people to intimacy with Christ. We were <u>and are</u> a voluntary army of Christ's to carry His message about abiding in Him, and to mobilize ordinary men and women for ministry. Our main distributers of this message are these volunteers. Therefore it is imperative that this method is protected and that we not become heavily driven and led by paid staff, for if we do we will become a typical western / professionalized model of ministry, which often results in trying to survive rather than thrive in distributing God's message to us. Expansion will require paid staff to serve our volunteers. However, increasing our paid staff to do the majority of the ministry should never become our model.

On our formation the founding director served several years without pay. Five years after the formation of Influencers our first paid staff member joined us in Southern California. Even so, our primary distribution of God's message with abiding in Christ has been, and still is, through our non-paid board members, non-paid staff, guides, and through affiliated churches adopting a similar model where staff and volunteers work together to makes disciples. At this point we have only eight paid staff, even though the footprint and extension of Influencers' ministry would compare to one of the larger mega-churches which would have typically between one to two hundred paid employees and contractors. Our budget is a small fraction compared to the typical mega-church's budget to minister to a similar number of people. This is by design. It is a key DNA of Influencers. It is also a key DNA to our expansion.

Why must we protect our DNA to nurture volunteer laborers as we expand? Consider the powerful spiritual gifts that are left unused because they are not nurtured and enabled through Jesus' Model of discipleship. A major reason for this is the perceived value the professionalism that the western ministry model has followed. Unfortunately, this model can create a perceived hierarchy that should not never be associated with the Church Jesus founded. There is only One Head, which is Jesus. The spiritual gifts are all needed and should be working together for a common cause (1 Corinthians 12). There are a variety of gifts and some are leadership gifts. But even those leadership gifts cannot function properly without the gifts of other laborers who co-labor with them, and they all operate under the Christ. The Jesus' Model of discipleship will raise up gifted co-laborers that have been nurtured and are a critical part of His work with making disciples through His disciples, if they are valued and authenticated.

Conversely, a top down ministry model often removes the God given tension that all followers of Christ have been given, which is to "Go and make disciples." Because of the professionalism and quality of preachers, teachers, worship leaders, and ministry leaders in the western model, an ordinary man or woman is often intimidated to think of themselves as ministers. They compare themselves to vocational ministers and rarely measure up in their own eyes as being "authentic ministers" of the gospel. Because of our roots with ordinary men who have been enabled by the Spirit to lead this ministry, by design, Influencers has consistently authenticated

ordinary men and women who are followers of Christ to see themselves as ministers. They need to be nurtured, discipled, and released to impact their world. The mission of Influencers is to build the Kingdom rather than a ministry, and this is our DNA.

We have now joined with a group of pastors who see the flaw in the western model, and they are now committed to raise up and release disciples to minister to their congregation and to their spheres of influence around their church. Our firm conviction in this has been formed by own intimate walk with Christ, hearing His heart in the matter, and seeing the picture He gave us for Church growth. He reached out to ordinary men and women and because of their close proximity with Him, they became remarkable. They became the Church. They became the foundation, with Him under them. They became the model He had in mind. When we follow the Jesus Model of discipleship, whether we become vocational or non-vocational ministers matters not, we will become disciple makers. Influencers believes that we need to enable the most unused labor force on the planet to make disciples, by nurturing ordinary Christian men and women to abide in Christ. Does this mean we will not have vocational staff? By no means does it mean this. It only gives us a DNA view of when and how vocational staff emerge to join Influencers with their serving and leadership gifts.

Regional Model

There is more work to do to determine when an affiliate city and the leaders there are ready to become part of our 501-c3 and become a Regional Center. However, in its simplest measure there will be a board and a champion, or *organizer*. An *organizer* is essential to coordinate training and development of the guides. The board should be a working board that uses the ministry gifts of each board member to work as a team. Remember this is a team ministry where all leaders have a role to serve. The chief purpose of the board is to expand our discipleship process with making disciples in their regions, while protecting the DNA of *The Journey* and the ministry. An *organizer*, or *champion* will emerge as the directional leader of the board, if his or her spiritual gifts are compatible.

A staff member may emerge from the *champion* in a Regional Center, and it will become necessary because of the organism's growth. However, it does not come quickly. Our vetting process for all staff members proceeds through a staff candidate going through the Journey process personally, then leading other Journey groups, then organizing and coaching multiple groups and training guides. This person serves as a non-paid *champion* while the board matures and when they are willing and desire to take on the responsibility to fully fund the Champion's salary and necessary benefits, a staff hire may be considered. This process may take years, as has been the case with all our current vocational staff members. But this vetting process creates the kind of vocational staff we are needing, for they will maintain the DNA due to having grown up in it. Even though it may take years for a staff person to emerge, the main emphasis on making disciples is not hindered, and a staff person's development is nurtured.

We value non-vocational and bi-vocational staff equally, for we have several examples of each serving as our Regional Directors. We greatly encourage a "tent making" ministry or non-vocational ministry, whether they are staff, board, or guides. Again, we are trying to remove the perception that *only vocational ministry is authentic*. We must practice the heart of every member ministry throughout the Influencers organism to protect this DNA.

Influencers as a ministry is almost 20 years old now. We started small, went deep, and grew large because we protected the heart and soul of this ministry. God has been given the freedom to lead us and take us forward. This is a key DNA. Not many people understand this strategy for development and expansion. Some have tried to change it or challenge it and by God's protection it did not go the way they would want it to go. For this reason, our boards and staff must grow up in our process of development, for rarely do we see other vocational ministry leaders and ministries identify with how we do things.

Through the years we seen discouraged vocational ministers see the fruit and excitement of Influencers and they want of be part of it. Some would think that they are experienced and require less training. But it is the contrary, for old ways and habits take a long time to be dismantled. Even though it may seem a good thing to quickly expedite a hire, we must hold true to our developmental process, even if it seems that someone is already prepared. When we try to quickly expedite a person on the fast track, we run the risk that the DNA we hold dear can be diluted if they have not gone through the process.

There will be new hires that will be considered by future Regions that may be close but not completely immersed in our mission and methods, due to a lack of lengthy first-hand experience. Therefore, it becomes monumental in importance that the Regional Boards and staff who are recommending the hire be fully involved with the training and transfer of the DNA to the best of their ability to assure that it is not neglected. Then we will have new generations of leaders who will emerge from our culture, and they will be carrying forth that which we believe the Lord holds dear. Then our regions will have a healthy expansion.