

THE LAW OF INFLUENCE

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John 12:19

Every leader needs to understand the law of influence. A leader who does not care about their influence does not need to be in leadership. Influence is the **DIVINE REWARD** leaders receive for their troubles. Influence empowers you to persuade your followers to do what you want and need them to do.

Influence has nothing to do with charisma. Charismatic people are not necessarily change agents. Influence has nothing to do with popularity.

Popular people are not necessarily change agents. Influence has nothing to do with experience. Experienced people are not necessarily change agents. Influence has everything to do with **EFFECTIVENESS**.

People who are **EFFECTIVE** are influential. Effective people produce results. Effective people are change agents. Effective people accomplish their intended purpose.

History has taught us that people are inspired by individuals who are accomplished and effective in their fields. Steve Jobs was effective in his determination to manifest his vision for Apple Computers. He influenced a generation of young adults to build Technology companies.

Michael Jordan's will to win championships influenced a generation of up and coming athletes to play harder. Dr. King's passion to stand up for justice influenced an entire culture to be activists within their community.

When you are effective you will be influential. You do not need to have a title or hold a position. Simply said, **MAKE A DIFFERENCE!** Every leader should focus on making a difference.

John 12:19 says, "So the Pharisees said to each other, "You can see that nothing is going right for us. Look! The whole world is following him."

Think about this scripture. The impact and effectiveness Jesus had was amazing. Jesus did not talk about doing miracles. He did them! Jesus did not talk about healing the sick. He did it! Jesus did not talk about casting out devils. He did it.

The effectiveness of Jesus ministry influenced millions of people to believe in his ministry and in Him. Remember this wisdom key. People will hear what you say. However, they will be **INFLUENCED** by what you **DO**.

Are you effective in what you do? Do you follow through on your word? Are your words strengthened by your actions? Do you produce results from your actions? If you can answer yes to these questions your influence will grow and keep growing.

If you've answered no to these questions you will not carry any influence. As it pertains to the law of influence who you are is **NOT** as important as what you do. A community activist who is effective will be more influential than a celebrity who is a liar.

When you honor the law of influence people will follow you. Opportunities will chase you. Power and honor will be drawn to you. When you are **EFFECTIVE** you will become **INFLUENTIAL!**

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