

What is the “Cultural Impact Plan” Tool?

by Guy Rodgers, President & CEO

We write business plans. Financial plans. Marketing plans. Family plans.

Why? Because plans create focus, direction and discipline. As a wise sage told me years ago, “If you don’t know where you’re going, you’re bound to end up somewhere else.” Plans help us define where we want to go.

Pinnacle Forum’s mission is about fostering personal growth in Christ with the object of changing the culture around us. In other words, we have action in view here, summed up in the third and fourth “E’s” of our Four “E” Strategy – “Engage” [the culture] and “Execute” [strategies for cultural transformation].

This is why we developed the unique tool we call a “Cultural Impact Plan.” This exercise, this tool, increases strategic intentionality and provides an interactive way for Partners in each Forum to help each other better engage the culture and execute strategies for cultural impact.

Our Central Illinois Chapter describes this process as discovering and living out your “Pinnacle Pursuit.”

Such a plan for Cultural Impact addresses questions such as, what am I passionate about? What needs do I see around me that make me pound the table and exclaim “somebody should do something!” What are my God-given strengths? Where is my influence?

As I have traveled the country and talked to leaders across the country, invariably one of the things that really gets their attention is this notion of a Cultural Impact Plan. They intuitively recognize its uniqueness and its potential.