

Why Use 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, will increase strategic intentionality and provide an interactive way for all 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 should address 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? Even if the initial plan you write is only a page long, it will reflect initial thoughts and provide the beginning of a road map that can be modified as time goes on.

Here is one way you and your Forum can utilize the Cultural Impact Plan.

1. Everyone writes their own plan, using the questions listed below as catalysts.
2. Each person shares their plan with the others in their Forum. If your Forum typically lasts 75 minutes, allow 30 to 40 minutes in each Forum for one person to share their plan.
3. Encourage questions and discussion about each plan. This will help the writer of the plan to incorporate ideas from others and will help everyone else in the Forum get a good glimpse into what makes that Partner “tick.”

4. Then, don't end there. Over the course of the next year, go back to each Partner to assess progress on executing the plan. This can be done as simply as allowing some time at the end of each Forum for Partners to share how they're doing. These progress reports will suggest opportunities for prayer, collaboration, introductions to others, and more, that will help everyone better execute their plans.

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. This is something that makes Pinnacle Forum distinctive.

My exhortation to you is, whether you're a Forum Facilitator or not, that you encourage your Forum to make use of this unique and potent tool. It doesn't need to be complicated, but from the feedback I get from those who have gone through the process, it's well worth doing.

Questions to facilitate the writing of your Cultural Impact Plan

Following is a sample of questions and tasks designed to help you write a Cultural Impact Plan. You may find other questions and assignments you would like to include, or replace some of those suggested below.

1. Frederick Buechner writes, "The place God calls you to is the place where your deep gladness and the world's deep hunger meet." How would I describe that? What do I see as my "God-calling", my purpose, my passion, for cultural transformation?
2. As I survey the world around me, what need(s) so move me that I want to pound the table and exclaim "somebody should do something!!!"
3. Why do those needs move me in this way?
4. Below I assess and inventory how I can steward my time, talents, treasure and influence for the plan of addressing these needs.
 - How much time can I reasonably spend, per month?

- What talents, gifts and strengths has God equipped me with that I can apply to this?
 - What percentage of my available “treasure” am I willing to devote to this?
 - How can I steward my influence, such as the relationships I have, for pursuing this calling?
 - How do I know in Pinnacle Forum who shares this calling, this passion? How might I network with them?
5. What ministries or other organizations do I know of that I could connect with that are addressing the needs I am passionate about reaching?
 6. Knowing how God has equipped me for His purposes in my life, I write out an overall strategy for the next year to execute this calling.
 7. What tactics will I utilize to execute this strategy?
 8. Next, I develop a timeline for implementation of my plan.