

# Multiply Your Influence

Kingdom Influence in the market-place

*David Ogunshola*





**Let your light so shine before men, that they  
may see your good works and glorify your  
Father in heaven**

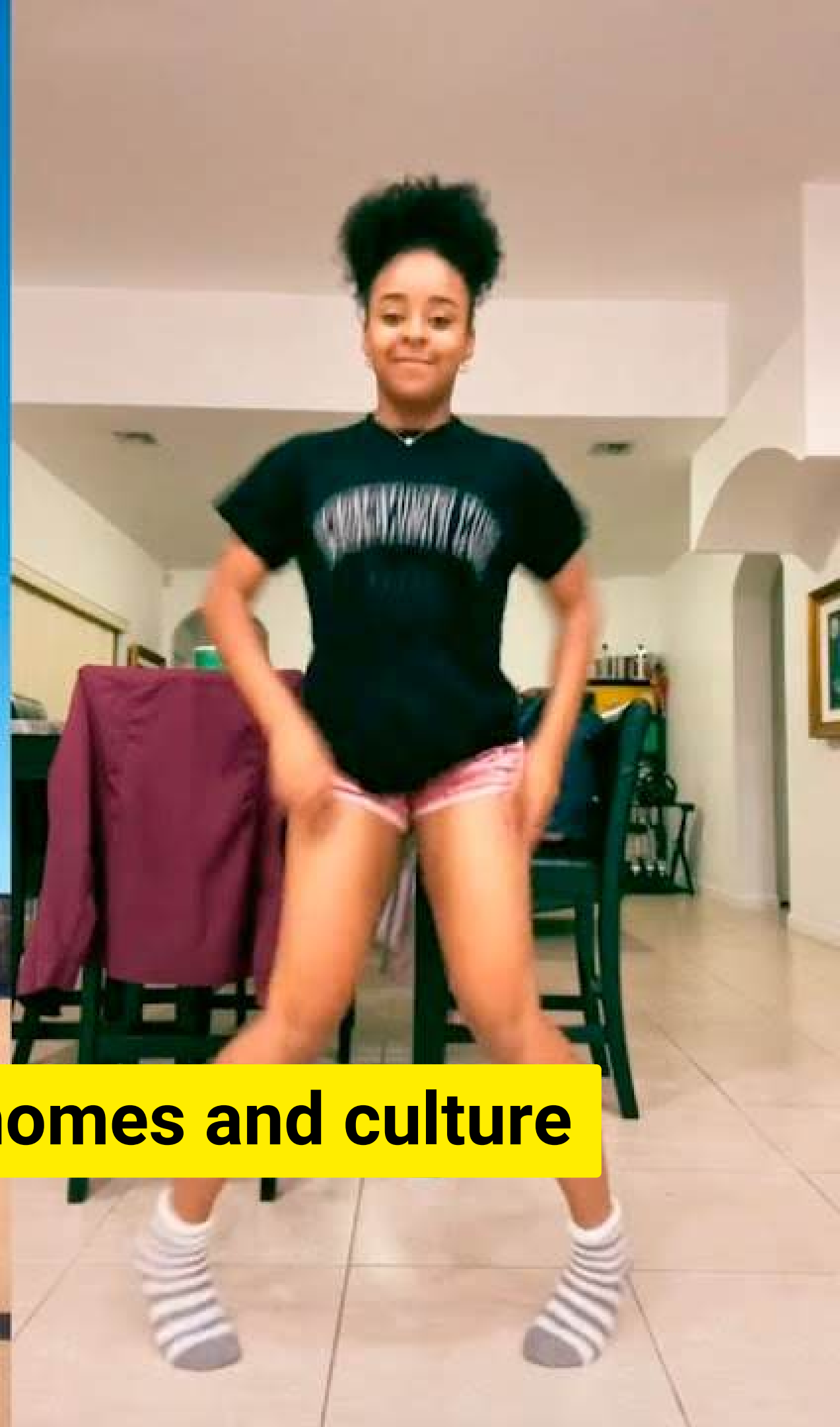
*Matt 5:14*





A man with short dark hair and glasses is shown in profile, looking upwards with an open mouth and an outstretched hand. Above him is a glowing red speech bubble containing a white heart icon and the number '0'. The background is dark with a subtle gradient.

**Influence is  
noiseless  
but tangible**



**Influencers have found their ways into our homes and culture**



# You can't fight or stop influence





# You can only **out-influence** or **counter-influence**

Become more influential than whatever it is you want to silence



# Two drivers of influence

- 1. Visibility
- 2. Voice





Why you need to be seen

# The world is doing everything possible to drown Jesus out of the culture





# How to unleash & multiply influence





# Discover

You cannot use what you do not know you have







# Develop

Until you pay attention to your gifts, the  
world will not pay attention to you.



# Deploy

No man lights a candle and hides  
it under a bushel.



# How do you exert influence?

5 practical steps





# Find your voice

*You have a unique story and you have a unique voice.*





# Identify your audience

*Your audience will resonate with your message no matter how imperfect you are.*



# Maximize every platform

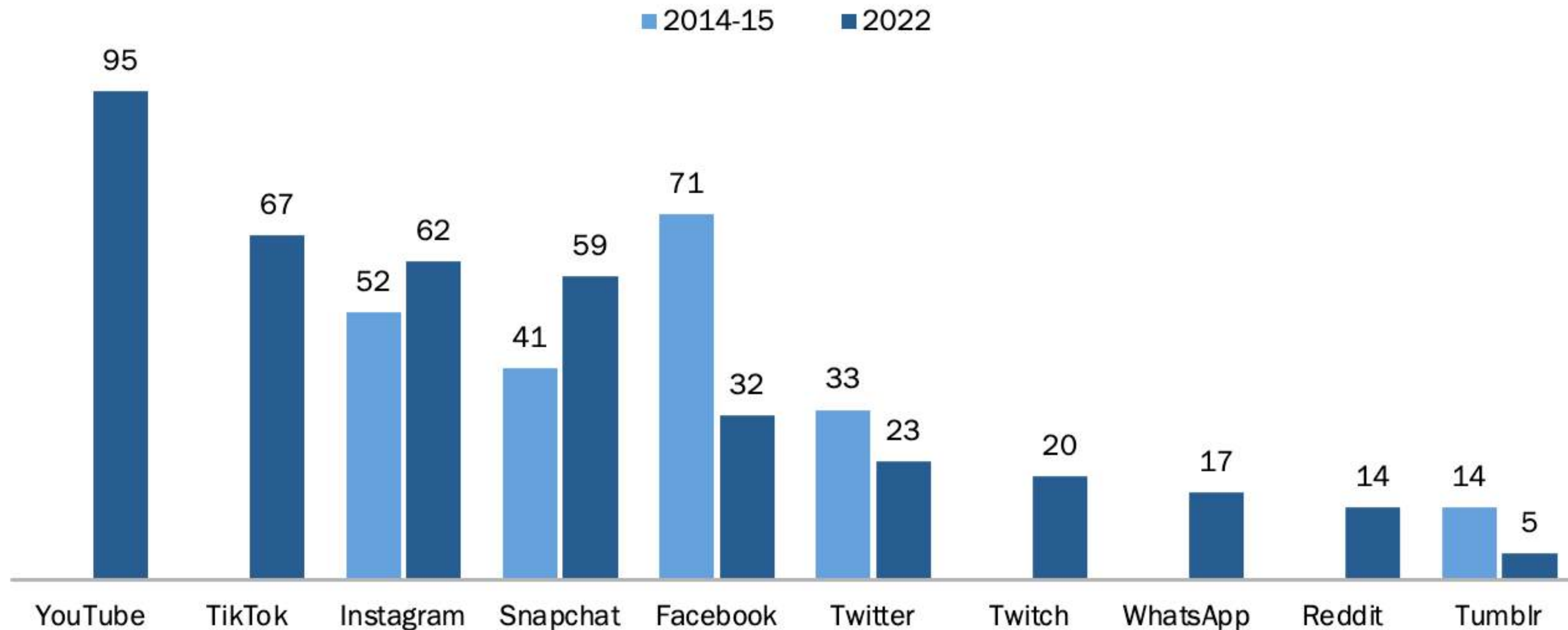
*Platforms are places from which you get seen and heard,*



# Where is your audience?

**Majority of teens use YouTube, TikTok, Instagram, Snapchat; share of teens who use Facebook dropped sharply from 2014-15 to now**

*% of U.S. teens who say they ever use each of the following apps or sites*







# Get the right tools



# God has given our generation a gift called AI

You don't need special powers to do extra-ordinary things





**Don't wait to get  
perfect**

START



# Go and shine

There's a dark world waiting for your light







*David Ogunshola*

**Shining brightly in multiple worlds**

Software Engineer, Entrepreneur,  
Missionary, Author, Pastor

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