

Discerning



may be through
etc. Having the
our activities to
cycles will help
make sales and
be an organization
he greatest return
is and achieve
works. It includes
goal is to increase
advantage over
includes short term
of marketing that
us of a company's
to its objectives
be based on how
gross and keeping
will be set. At the
y into action is how
oud work. Market
At the same time, it
n't be going to work
may be through
etc. Having the

with your activities
ing cycles will help
maximizing sales
ad be innovative.
it's goal is to in
e advantage over
ludes short term
if marketing that
ris of a company
tribute to its ob
will be based on
acquiring and kee
to, customers. A ma
sing good messages
marketing approaches
outcome of your sales
Putting your strategy
marketing plan should
ing budgets will be
t will also show you
with your target. This
ing advertising etc. H
re with your activities
ing cycles will help

Putting your strategy
marketing plan should
ing budgets will be
t will also show you
with your target. This
ing advertising etc. H
re with your activities
ing cycles will help

Putting your strategy
marketing plan should
ing budgets will be
t will also show you
with your target. This
ing advertising etc. H
re with your activities
ing cycles will help

Putting your strategy
marketing plan should
ing budgets will be
t will also show you
with your target. This
ing advertising etc. H
re with your activities
ing cycles will help

Putting your strategy
marketing plan should
ing budgets will be
t will also show you
with your target. This
ing advertising etc. H
re with your activities
ing cycles will help

Putting your strategy
marketing plan should
ing budgets will be
t will also show you
with your target. This
ing advertising etc. H
re with your activities
ing cycles will help

Putting your strategy
marketing plan should
ing budgets will be
t will also show you
with your target. This
ing advertising etc. H
re with your activities
ing cycles will help

Putting your strategy
marketing plan should
ing budgets will be
t will also show you
with your target. This
ing advertising etc. H
re with your activities
ing cycles will help

Putting your strategy
marketing plan should
ing budgets will be
t will also show you
with your target. This
ing advertising etc. H
re with your activities
ing cycles will help

Putting your strategy
marketing plan should
ing budgets will be
t will also show you
with your target. This
ing advertising etc. H
re with your activities
ing cycles will help

Putting your strategy
marketing plan should
ing budgets will be
t will also show you
with your target. This
ing advertising etc. H
re with your activities
ing cycles will help

Putting your strategy
marketing plan should
ing budgets will be
t will also show you
with your target. This
ing advertising etc. H
re with your activities
ing cycles will help

Putting your strategy
marketing plan should
ing budgets will be
t will also show you
with your target. This
ing advertising etc. H
re with your activities
ing cycles will help

You shall not circulate a false report.
Do not put your hand with the wicked to be
an unrighteous witness. ² You shall not
follow a crowd to do evil; nor shall you
testify in a dispute so as to turn aside after
many to pervert justice. ³ You shall not show
partiality to a poor man in his dispute.

Exodus 23:1-3



CORNERSTONE

SATAN'S

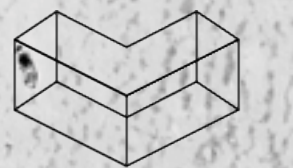
number one
weapon is

DECEPTION

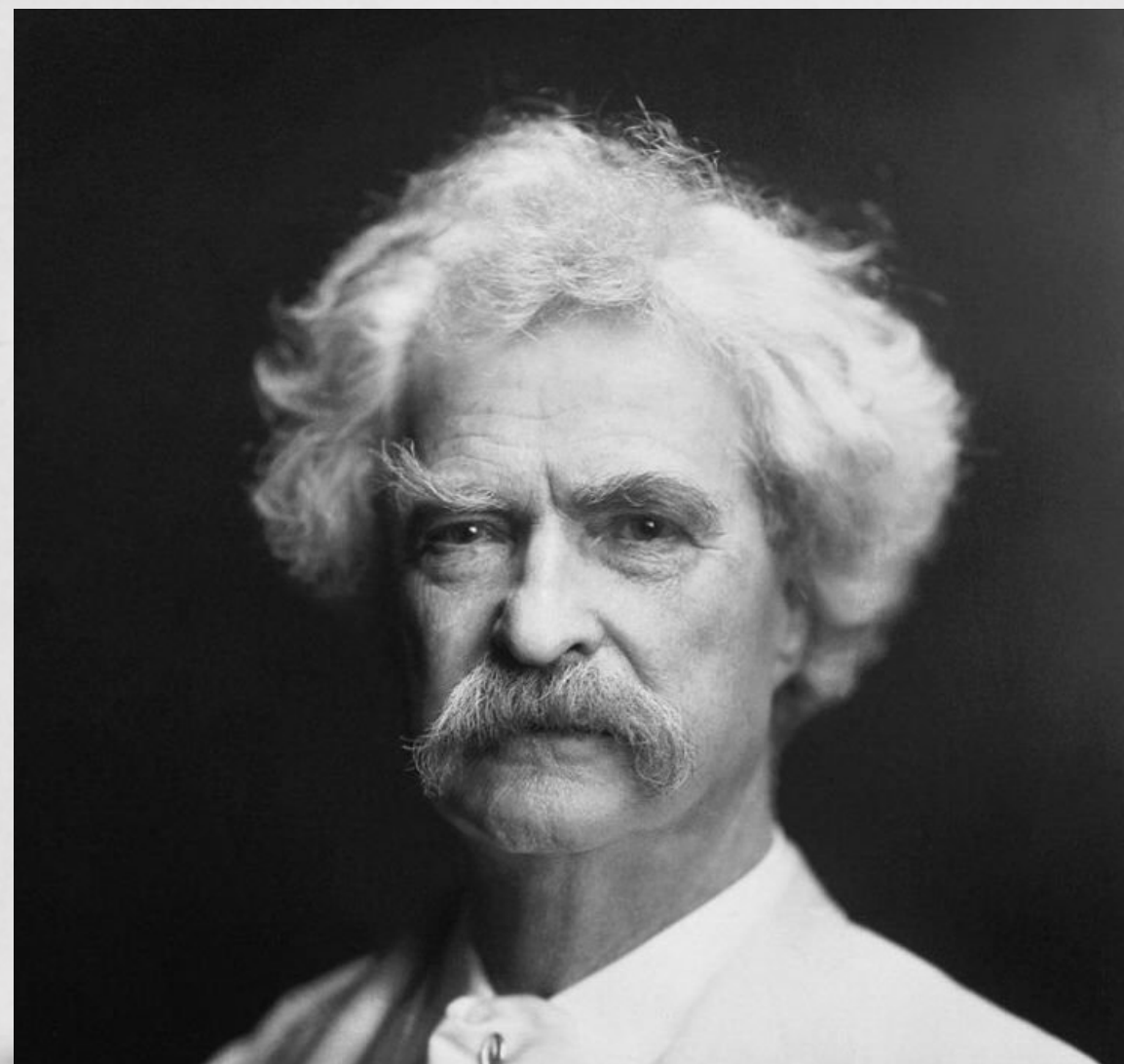
The Church's

.....
number one
protection is

Discernment



CORNERSTONE



“It’s easier to
fool people than
to convince them
that they’ve
been fooled.”

– **Mark Twain**



You shall not circulate
a false report...

Exodus 23:1



You shall not circulate a false report.



CORNERSTONE



What makes

FAKE NEWS

so attractive is that it sounds so true.



CORNERSTONE



Be very careful
NOT TO REPEAT

or ***CIRCULATE***
news that is not
verifiable.





If what you're
circulating is ***NOT TRUE***

then it's called

SIN!



You shall not follow
a crowd to do evil...

Exodus 23:2



1

1

You shall not
circulate a
false report.

.....

1

You shall not
circulate a
false report.

.....

2

2

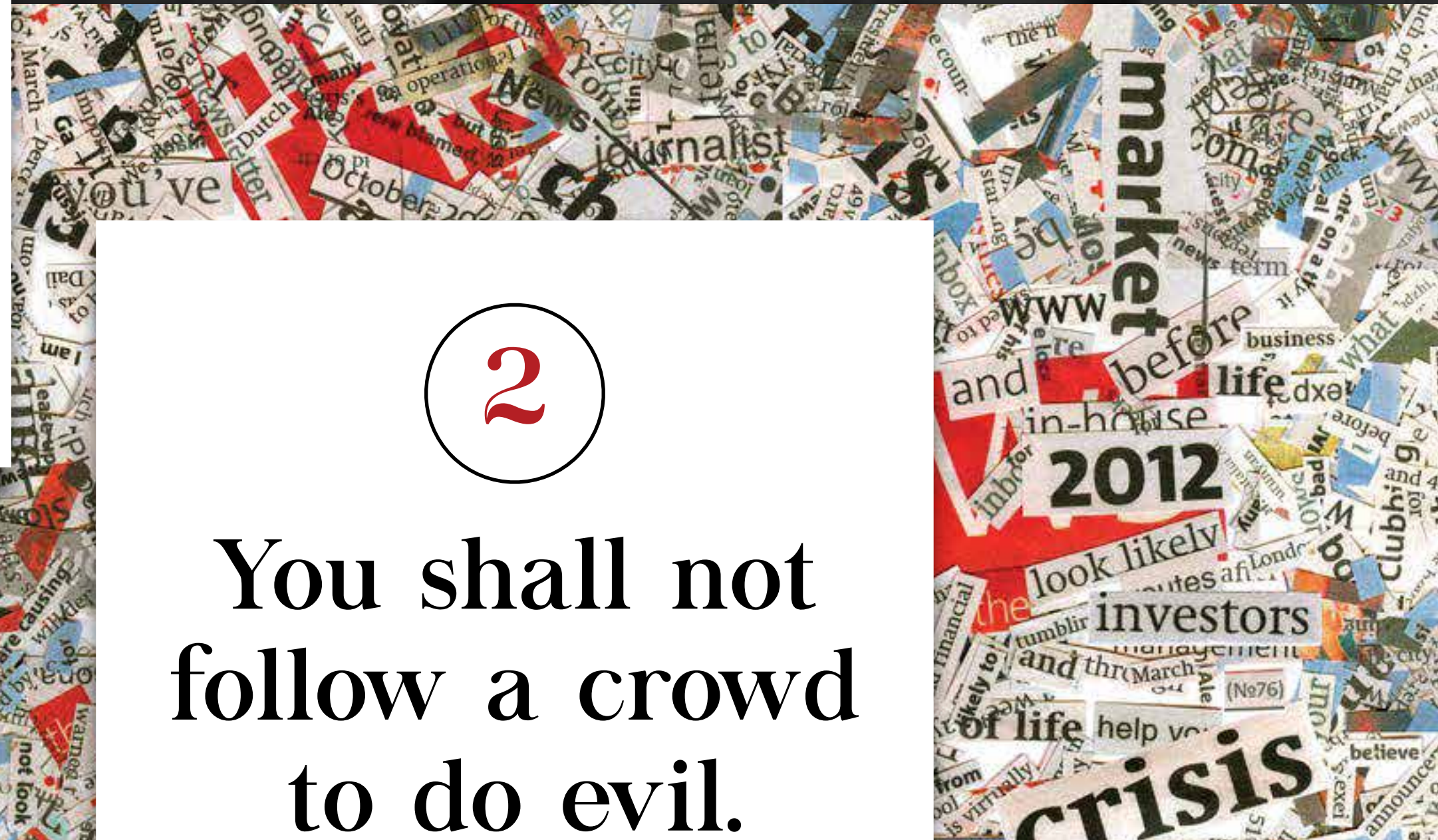
You shall not
follow a crowd
to do evil.

.....


2

You shall not
follow a crowd
to do evil.

.....



CORNERSTONE



A LIE

- × doesn't become truth,
- × wrong doesn't become right,
- × evil doesn't become good,

**JUST BECAUSE IT'S
ACCEPTED BY THE MAJORITY!**



IT'S BETTER TO WALK ALONE

**than with a crowd going
in the wrong direction.**



You shall not show partiality
to a poor man in his dispute.

Exodus 23:3



1

You shall not
circulate a
false report.

.....

2

You shall not
follow a crowd
to do evil.

.....

3

You shall not
show partiality
to a poor man
in his dispute.

.....



CORNERSTONE

Words of the wise, spoken
quietly, should be heard,
Rather than the shout of a
ruler of fools.

Ecclesiastes 9:17



CORNERSTONE

WHAT IS

Discernment?



Discernment

is the ability to discern
right from wrong, good
from evil.



But solid food belongs to those
who are **of full age**, that is, those
who **by reason of use** have their
senses exercised to discern both
good and evil.

Hebrews 5:14



CORNERSTONE

Having discernment is one of the signs of maturity.

It's developed through exercising our spiritual senses, like a muscle that needs to be exercised.



If we're ever
going to be a
truly prophetic
church, then we'll
need to have
**greater
discernment.**
.....

