



REBRANDED: GOD'S SIGNATURE ON YOUR LIFE

Dr. Jessica Fernandez, Lead Associate Pastor

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In today's world, branding is more powerful than ever, shaping perceptions, decisions, and value systems. But what if the most transformative rebranding wasn't about products, but people? Through the sacrifice of Jesus, we are not only restored but also marked with God's signature, affirming our true worth, and purpose. Shed the world's fleeting labels and embrace your eternal identity in Christ as He rebrands us to reflect His image.

1. Introduction

- Pivotal Question: Who or what defines me?
- The challenge of identity defined by society, mistakes, and personal beliefs.
- Influence of Erikson's Stages of Psychosocial Development on identity.

2. The Identity Crisis in Society

- Society's expectations and judgments.
- The challenge of aligning identity with life's seasons.
- The concept of rebranding in business.



3. The Ultimate Rebranding Through Christ

- Jesus' sacrifice and its transformative power.
- Acceptance into the Kingdom of God.
- God's intent to redefine and imprint His signature on our identities.

4. Biblical Truth on Identity

- Ephesians 4:21-24: Our new nature in Christ.
- 1 Peter 5:8 & John 10:10a: Warning against the enemy's intent.

5. Power of Our Identity in Christ

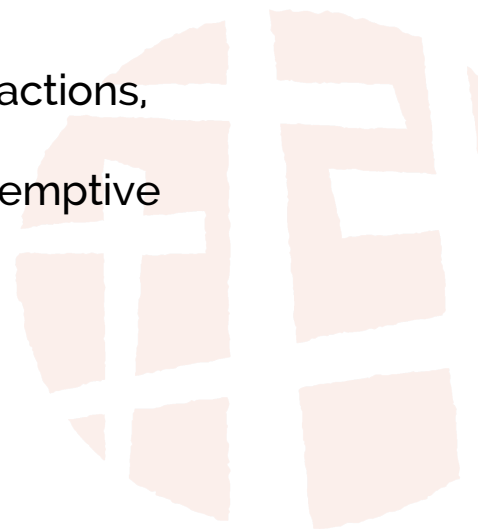
- The benefits and authority we hold in Christ.
- The threat we pose to Satan's plans.

6. Tactics of the Enemy

- Deception from Genesis with Adam and Eve (Genesis 3).
- Jesus' temptation in the wilderness (Matthew 4).
- Sun Tzu's "The Art of War" and understanding the enemy.

7. Satan's Arsenal Against Us

- Lies, shame, fear, insecurity, isolation, distractions, and counterfeit identities.
- Parable of the lost son (Luke 15): God's redemptive love.



8. Application: Embracing Our Rebranded Identity

- Renewing our minds (Romans 12:2).
- Wearing the armor of God (Ephesians 6:10-13).
- Detailed breakdown of the armor pieces.

DISCUSSION QUESTIONS

1. Think about a time when societal expectations or judgments impacted your sense of identity. How did it make you feel, and how did you navigate through it?
2. In the context of Jesus' sacrifice, how do you understand and relate to the concept of rebranding in your personal spiritual journey?
3. What practical steps can you take daily to put on the armor of God and stand firm against the schemes of the enemy?

