

# The Power of Aligning Your Faith & Business

## BACKGROUND

This story started as a speech which I delivered to the Connected Leader's Academy Virtual Summit on September 21st, 2024. The speech was transcribed to a document and became a chapter in the International #1 best selling book [\*Mastery: Harnessing The Power Of Expertise\*](#) published November 6th, 2024. A slightly modified form was submitted as "The Story of a Calling and A Business" to be a chapter in The Giving Book, Vol. 4 which became a #1 best selling book on December 4th, 2024.

## BIO

*Coach Dale Young guides entrepreneurs & small business owners to "Embrace The Power of Aligning Your Faith & Business". **Why?** Better business results. Peace and Joy. And clarity in your Life Direction! Which leads to a Fulfilling Life of Impact!*

*An incident in 1992 began Dale's transformation from a technology & business growth strategist through a 30-year journey to discover something much meaningful & impactful. For years now, Dale has been helping individuals uncover their Unique Calling—their "Divine Design", their "Kingdom Purpose".*

*Coach Dale is an international #1 bestselling author (2-times) and a speaker who connects with your heart. His hopeful stories reveal his calling is to inspire and guide others to into their calling. Walking with Coach Dale, faithful entrepreneurs & small business owners are guided to "Step Into Your Calling and Craft Your Legacy".*

## THE POWER OF ALIGNING YOUR FAITH & BUSINESS

Working in Australia, with a limited lunchtime, seven of us at the table were using the short time complaining.

I was being as vocal as any of them. At one point, I said:

*"This IS just a **job**, not a **career**."*

My heart awakened in that moment and it started my life on a new trajectory.

This story is "***The Power of Aligning Your Faith & Business***".

And Here's why: Because for the entrepreneurs who get it, and DO this work, they awaken to the real possibilities that, for them,

**The Power Of Aligning Your Faith & Business Unlocks *All* God's Gifts In A Business They Love.**

We consistently see first-hand these primary outcomes from ***Aligning Your Faith & Business***:

- Better Business Results,
- Peace and Joy, and

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- Clarity in Life Direction.

Together, these results lead to a ***fulfilling life of impact.***

These outcomes occur intentionally not accidentally. Also, although financials are never guaranteed, significant financial benefits often occur as part of these outcomes.

## **My career journey & spiritual growth**

My journey started during college when I was offered a technical job on campus and I quickly had to learn how to produce good business results.

In my five-decade business career, I used my engineering, process, and leadership experience to produce practical and most importantly **useful** systems, spanning the range from writing code to managing databases, technical sales, and leading & managing teams. This included being the Second In Command for a tech startup company that hit #10 on the Entrepreneur Magazine “Hot 100 Fastest Growing Companies in the U.S.” Later, serving as Director of a computer consulting company, I helped sell a managed services contract to a client in Houston, then helped build the team to deliver it, so solidly that contract was active for more than 15 years!

Building that team was a proud achievement on my tech career.

Earlier in my career, I was recruited by a government defense contractor to work in Australia and was paid a premium salary, hefty bonus, and great benefits. I was in Australia for more than 10 years. Toward the end of this time, a tax was added to one of our minor benefits. That’s when the seven of us were eating lunch and complaining, and out of my mouth came:

“Well, we shouldn’t complain. After all, *this is **just a job**, not a **career**.*”

As my brain heard what I just said, I realized I had just received a verbal message from my heart and the *Holy Spirit* – I was created by God for something bigger, something much more impactful. That started me on the path to my **Unique Calling**.

Within a few years, we chose to attend a Bible-based church. It was there, at a funeral for the son of one of the members, where I heard the message Jesus Christ had died to forgive my sins and that by believing in Him I could have eternal life. I made the decision *at* that funeral. I began intentionally and committedly following Christ. I found a mentor who helped me grow spiritually. I volunteered at the church and chose to serve in a variety of ways.

During the next six months I became on fire for the Lord. I asked to be baptized. I shared my faith with everyone, including people at work. That’s when I first encountered the prejudice *against* bringing your religion into work. Over the years, I rebelled against this prejudice,

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becoming a mentor, an author and a business coach, expert on “***The Power of Aligning Your Faith & Business***”.

## Developing my coaching system

Today, I coach and teach on the subject. A significant step for me personally was beginning to consider Life Coaching as a profession. I investigated this very intentionally. At the time I was disappointed by not finding coaching programs or materials with a Christian perspective. Months later, as I was walking through our local Half Price Bookstore, a book practically jumped off the shelf and grabbed my attention – it was titled *Christian Coaching* by Gary Collins. Thoroughly absorbing that book launched my Christian coaching career and informed my early decisions.

In 2011, while still a Director in a computer consulting company, I began coaching my first paying client. I also began the intentional process of strengthening myself as a coach, taking courses to become a professional coach, and earning certifications at increasingly higher levels of coaching expertise over the next 10 years. I loved coaching. I was growing as a coach, and there were many times when I felt like God was smiling at me. I love watching clients as a new concept or a new idea take hold of them, and I “see their light bulb turn on!”

My ten years of growth was also a decade of personal challenges. My wife and I never had children. She started becoming distant, spending more and more time away with her siblings. I couldn’t save it. Our marriage was over. Our divorce was final.

Two weeks after that divorce, God opened a door for me, and I chose to step forward. I was offered the opportunity to go “*part time*” at work-- not easy as a director! Because of the divorce, it was a financial stretch, too. I prayed about it, and accepted the opportunity!

Five years later, after a lot of healing, more growth, and time with God, a special woman named Kayla came into my life. We both felt that it was right, so four months later, we married. Through Kayla, I now have three adult children and four teenage grandchildren. That’s a whole new direction in my life.

## Helping people achieve a fulfilling life of impact

Through my years of coaching, and based on my years in business, I developed systems and processes to help people experience “***The Power of Aligning Your Faith & Business***”. I consistently see first-hand these primary outcomes:

- Better Business Results.
- Peace and Joy.
- Clarity in Life Direction.

Together, these results lead to a fulfilling life of impact.

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To help people achieve these results I have created a Coaching System: ***“Kingdom Business Power - The Power of Aligning Your Faith & Business”***. This system consists of three dimensions of a client’s Life. They are Identity, Community, and Calling.

The **Identity Dimension** focuses on **WHO**. It is who you are at a core level, who you were created to be. It also includes **WHOSE** you are, because as Christians the Bible tells us we are children of God. Understanding that deeply gives you an unshakable confidence that carries you through tremendous difficulties.

All Christians have some things that are common to their General Identity. We are: children of God, new creations, forgiven, accepted, chosen, made in God’s image, and ‘knit together’ by God in the womb. AND we also have a Unique Identity because God lovingly created each of us and gave to each of us certain spiritual gifts.

The **Community Dimension** focuses on **WHERE**. It’s where you exist in time as well as in space. We are designed to be interdependent with other people. This includes family, friends, church if you’re a part of a church, other groups, and the people where you work – whether you work physically or virtually. This is where **TEAMWORK** comes in, which applies to more than just your job, it includes all the people around you. Are you supporting them, and are they supporting you? Many of us don’t understand the importance of our community and our team. Learning how to improve your team and your community is one of the greatest lessons we learn.

The **Calling Dimension** focuses on **WHY**. Why are you here? Why did God create you in this place, to this family, with your parents, at this time in history? Nothing God does is an accident. You were made with a purpose.

As Christians, we all have a General Calling – this consists of the Great Commandment “Love God and Love Others as Yourself” and the Great Commission “go and make disciples, baptizing them and teaching them.” While that General Calling applies to all Christians, you were created with certain gifts and talents that make you unique. Therefore, you also have a Unique Calling that is specifically yours that is different from others. Your Calling is your Kingdom Purpose. Figuring out what our Unique Calling is gives us a sense of direction that keeps us on track and helps us ignore the “shiny objects” that threaten to pull us off-purpose.

## **SAM’s Transformation**

One of my coaching clients with a strong faith in God serves as a great example of *the power of aligning faith & business*. I met this woman on a cruise in 2019. She asked us to call her by her initials S.A.M. Ok. She was SAM!

It turns out SAM was overloaded and stressed at work, and felt like God was telling her to do something else, but she didn’t know what. A lot of business owners reach that point! SAM actually owned, and was also publisher, of a neighborhood magazine, *and* she had

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self-published 16 of her own books. *Wow.* I suggested she go through a strengths assessment. This is part of **Identity** – the first Dimension of the System, that helps the client understand what are their top talents. It also reveals insights about their God-given Identity.

SAM took the assessment and before we even started the coaching process, she called me and said: “Your TEST is broken!” I asked her why she was saying that, she said “this says Communication is #14, I’m a publisher with 16 books, communication can’t be 14!” I told her to trust the process and we’d deal with it when we got there. As it turned out, SAM wasn’t as much of a writer as she was a creator. 12 of her 16 books were journals, she had created the space and the prompts for other people to write. Communication was right where it was supposed to be, she was overusing a talent that was draining her, and that’s one of the reasons why she was so stressed out.

After we completed the assessment process, SAM took the final steps to *leave* magazine publishing. We coached on what had worked well for her in the past, and what she knew about her talents now, and why those worked together so well. Looking at the results, SAM decided to return to a previous role where she had great results and she loved what she did. She opened a Virtual Administration company. In 30 days, with no advertising - only referrals, she was fully booked herself and hiring additional workers.

It was a special day when SAM said to me: “I had been doing all the things that people told me that I *should* do. Dale, after taking your strengths process, I started doing the things that God had created me to do. ***When I stopped swimming upstream, that’s when the magic happened.***”

Now more than five years later, she leads a team of 16 people and has 35 clients nationwide. Starting at zero, this is certainly Better Business Results!

Part of SAM’s success is how she treats her clients and her team. I’ve witnessed how she treats them fairly, with integrity and care. She lets them know that she’s praying for them. Most of her team is Christian, but some are not, and she treats them the same. When she does have to let someone go, she does it with dignity and respect and provides an honest reference of their capabilities if asked.

SAM continues to coach with me. I’ve helped her with:

- team dynamics
- hiring and firing team members (as well as sometimes clients)
- getting processes in place inside her business, and
- using assessments to place her team members in their best roles.

SAM has also married a solid Christian man and together they have moved to a small town closer to her dad, daughter, and grandchildren where they are both happier. SAM has improved her family, her team, and her overall **Community** – the second Dimension of the system.

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I've also helped SAM understand her **Unique Calling** – the third Dimension of the system. We have spent a lot of coaching time unpacking the possibilities and outcomes of different potential steps. Currently SAM is focused on reducing the amount of time she spends inside her VA business so that she can focus on growing the business – working **on** the business instead of **in** the business. She is also pursuing another part of her Unique Calling, women who struggle with self-love and self-worth.

SAM says that she has had more peace and joy, and she has greater clarity on what she is on this earth to do, which has kept her on track. SAM is a great example of ***The Power of Aligning Your Faith & Business***. She is making a significant impact in the world.

## Brian's journey

Brian is another coaching client. Brian heard my episode on the Professional Christian Coaching Institute “PCCI” podcast, which he was listening to because he had already started taking coaching courses with them. PCCI is the school where I started my coach training more than 13 years ago.

A nurse with the Veteran's Administration, Brian has a heart for teaching people to take care of themselves – correctly, in their *whole life*. Brian was taking the courses to become a health coach. Brian is a young father of 4 kids under the age of seven. In addition to his wife, her mother lives with them as well, making a total of seven people in the household.

As my client, Brian began with the **Identity** Dimension, including the strengths assessment, a spiritual gifts assessment, and a core values assessment, plus a lot of coaching to integrate these into his life. We also tackled some of the parts of the **Community** Dimension, looking particularly at his relationships at church and work. At work, a new role opened up which had the title *Health Coach* but was loosely defined. Using the work we did on **Identity**, Brian applied and was awarded the job! It improved his hours, his schedule, and his income. Yay! Through on-going coaching, Brian helped the VA more fully define this *Health Coach* role while at the same time making it an *ideal* position for himself.

On the church front, Brian and his family were not fitting in well. They had tried several churches over several years, but something always seemed off, either with the teaching or the relationships. Eventually, Brian moved his family back to a church that they attended several years ago because it provided a better support system for his entire family. Brian was pleasantly surprised that the people there welcomed the whole family back without any snide remarks or editorial comments. The whole family has settled in and Brian is working with the men in the church to build stronger relationships.

In the **Calling** Dimension, Brian recognizes a lot of his **Unique Calling** and how it's working out today. He now Hosts the “Thriving Fatherhood Podcast” to minister to his client

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audience, *and* he is realistic enough to recognize that with his young family his job at the VA provides a lot of benefits and stability that is needed at the moment.

Brian is also part of my on-going Mastermind Group, for people that are part of the **Kingdom Business Power** System and want to have Community with other like-minded Christians. He recently renewed his membership in the Mastermind for another year, and he says “I’m so glad to be with you in this group. It gives me a perspective that I just don’t get anywhere else.”

## Dan’s Success

My client Dan’s story is a little bit different: Dan is an author, storyteller, speaker, and writing coach. Dan already had three books to his credit, one of them a #1 International Best-Seller, when I met him. We were co-authors in the book *Next Level Your Life* which also became a #1 International Best-Seller. Since then, Dan has published another book which also became a #1 Best-Seller, and was co-author on yet another. If you’re counting, that’s six total books with four of them best-sellers.

Dan first worked with me on his **Identity** Dimension, going through the strengths assessment, values assessment, and spiritual gifts assessment. It was in this section that Dan identified himself as an storyteller. We’ve also done a lot of work on the **Calling** Dimension. Dan is *settled* on his Unique Calling, which Dan clearly sees as: *producing inspiring stories*.

Within my Mastermind Group, Dan and I continue to work on his **Community** Dimension, especially the support he wants around his part-time jobs.

## Getting from neutral to great

David was my first coaching client. David is a CPA. I first met David because I was volunteering in another program before I started my coach training, and I was a spiritual mentor to him.

David had recently been divorced and he told me his two kids were having a hard time with it. David paid for their counseling and went to the same counselor. At one point after I started coach training, I was meeting David to catch up.

I remember his question like it was just yesterday: “Dale, what’s the difference between counseling and coaching?” I described it to David like this:

- Counseling deals more with hurt and the past and gets you from broken to neutral.
- Coaching deals more with hope and the future and gets you from neutral to great.

After I told David this, he told me he wanted coaching!

One of the first issues we tackled was “procrastination”. He described a task that he had at his current job where he needed to do all this research about the tax law that he didn’t

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know, and it had just been sitting there for 3 weeks. After he described what he knew about it, I asked him: “How do you eat an elephant?” He looked confused, but answered correctly: “One bite at a time.” My follow-up question was then: “What’s the first bite of this tax-law problem?” He immediately threw out about a dozen ideas, which we then put in order from easiest to hardest, and then from most fun to least fun. He committed to take one small step with the easiest and most fun by the next week.

A week later, I came in anticipating maybe 2 or 3 steps, but David shocked me – he had the whole project completed! He said that once he got past the first step, he saw that the key was finding one particular piece of information. He found that piece within an hour, and had the whole project wrapped up by the end of the day.

David has graduated through all three Dimensions of the ***Kingdom Business Power*** System, in one case, working through the Dimension as I was developing it! David serves as a on-going participant and a major contributor in my Mastermind.

In my life, the journey to becoming a successful entrepreneur gave me a new appreciation of **the power of aligning faith & business**. I learned how keeping a joyful outlook while dealing with the stresses of being a business owner really relied on my aligning faith & business. I witness in my business, and in my clients’ businesses, how

## **Aligning Faith & Business Delivers Practical Impacts That Create Success Today ... And Legacy Later!**

We continue seeing the successes Clients experience today include  
Better Business Results.  
Peace and Joy.  
Clarity in Life Direction.

If any of this sounds interesting to you, I welcome the chance to connect with you. You can reach me at my website [coachdale.com](http://coachdale.com), email me at [dale@coachdale.com](mailto:dale@coachdale.com), or find me on most social platforms at either coachdale or coachdaleyoung. I have a complimentary gift available for anyone who connects with me.

If I can leave you with a final thought today, REMEMBER:

**When Our Christian Calling & Our Business Work Together,  
That’s THE Real Power!**