



PROFESSIONAL CHRISTIAN COACHING TODAY

Chris McCluskey & Kim Avery

*The podcast dedicated to Raising the Standard of Coaching...
and Changing the World*

Episode 037

Living Well Doing Good

A Conversation with NYT Best-Selling Author Dan Miller

CHRIS: The primary theme of our conversation today is “Living Well Doing Good.” Now that means that we are going to be looking at what actually, for many Christians, is a delicate topic. That’s because it attends to wealth, and “living well.” What that means, what your definitions of, what your measures are of that, but specifically we are including financial wealth. And so, that typically raises a little bit of guardedness among Christians, as it should. It should call us to exercise discernment and listen with a critical ear. But I hope it’s not a negatively critical ear right off the bat. Hopefully you know enough about me and my heart, and many of you, I know, are listeners faithfully of Dan’s podcast at 48Days, that you know his heart, so hold onto what you think you know about us and our heart for the Lord and His work, and then listen with an open heart as we explore this theme today.

Christians struggle, always have, probably always will, with wealth and with success. And we struggle in some good ways as well as in some not so good ways. There are some very dangerous places that we can go, naturally, with regard to prosperity. As a consequence of that, Christian coaches frequently coach people

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around wealth and measures of success and prosperity. And so it is a very appropriate topic for us, and the theme itself is as old as our faith.

I'm going to kick us into this conversation by reading you a short quote from a sermon that was preached back in the late 300's. Yes, that was back after Christianity was no longer an illegal religion. It had been made the official religion of the Roman Empire, but this was long before the horrible decline of the Roman Empire and the fall of the Roman Empire. This was a sermon preached by the Archbishop of Constantinople, St. John Chrysostom. That name was given to him, it wasn't really his last name. Chrysostom means "the golden mouth," and his sermons are often cited today because they were so powerful and they were all written down and were passed around among the early church. So he is actually one of the early church fathers.

This is a portion of one of his sermons. It comes from a compilation of his sermons that I dearly love called, "On Living Simply." Listen to this word from the past from one of our Christian brothers about the issue of wealth and using that wealth, stewarding that wealth, well.

"The skill which the rich need to use their wealth well is the highest of all arts. Its workshop is built not on earth, but in Heaven, because those who are rich must communicate directly with God to acquire and practice this art. Its tools are not made of iron or brass, but of good will, because the rich will only use their wealth well only if they want to do so. Indeed, good will is itself the skill. When a rich person sincerely wants to help the poor, God will quickly show the best way. And thus, while a person training to be a carpenter must learn how to control a hammer and a saw and a chisel, the rich person training to serve the poor must learn how to control the mind and heart and soul. He must learn always to think good thoughts, expunging all selfish thoughts. He must learn how to feel compassion, expunging all malice and contempt. He must learn to desire only to obey the will of God. That is why we say the skill of being a rich disciple of Christ is the highest of all arts, and the one who possesses it is truly a saint.

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Pretty powerful words from the past, and a really great tee-up here to this conversation that we had, so I hope you'll be able to settle in and listen, as I said, with an open heart, open mind. Critical, yes. But welcoming of debate inside of yourself for whatever this might stir up. You might even want to go back and give it a second listen to sift through it more closely.

I'm going to pick up right here while Dan chose that theme for the cruise.

DAN: Living Well, Doing Good. Now we've got kind of poignant words here, I realize, because I'm in Tennessee and around here sometimes English language gets used in pretty strange ways. I've got a good friend who leaves me messages on my phone quite frequently and he always says, "Hey Dan, hope you're doing good." Well, I know what he really means is I hope you're doing well meaning healthy, doing well, having a good life, but he says "doing good." Doing good means that I am doing something to help other people and I love his message because I do hope that I am, in fact, doing good.

We want to do both. We want to do both of those. Now here's where it gets tricky. A lot of times, people who are faith based or people who just want to do something humanitarian or of service assume that when we do good that we're somehow going to suffer personally. By doing good, we are going to have an empty cup ourselves. We're going to eat beans and rice all the time because we have this heart of service when we do good. Well, our theme for this cruise is Living Well, Doing Good. I think sometimes we miss an important point when we assume that we give best when we have nothing ourselves. So we're going to talk about that and I've got again as I mentioned in the opening, Chris McCluskey here with me and we're going to discuss some of the topics we're going to be covering on this cruise just to get you thinking. Now whether you come with us on the cruise or not, that's another issue. We'd love to see you there and we'll tell you how to get connected with us but we're going to just talk through some of the principles that we're going to be covering there together. Chris, great to have you here with me today.

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CHRIS: Dan, this is a kick. It's super to be here. Usually we'd be talking by telephone since I live in Missouri and you're here in Tennessee but I'm out for the mastermind, three days mastermind gathering here at the Sanctuary this week and has some other business meetings in town so just hanging around for a few extra days and what a kick that we could just say, "Hey, let's just get together in the studio and do an episode together."

DAN: Absolutely. Well and it's a fun topic, one that you and I have talked about many times. I've been a guest on your podcast as well. Tell people the name of your podcast.

CHRIS: Yeah, I'm at Professional Christian Coaching Today. Our institute that I run is called Professional Christian Coaching Institute and the name pretty much tells you what we do. We train people in professional grade distinctly Christian coaching, coaching such as you do here but you know Dan, we're aligned with the standards and definitions of coaching of the International Coach Federation. ICF is a large certifying and accrediting body and so our school is a Christian school that trains practitioners to work with Christians as well as non-Christian clientele just in professional grade coaching according to those ICF standards and we have a podcast connected with it, as I said, Professional Christian Coaching Today. So yeah, it has been fun to have you on there and it's good to do turnabout here.

DAN: Well, I think the last time I was on with you, we talked about one of the first topics I've got on our little list that being should I be in ministry or be profitable. Especially with coaches but with people just in general, sometimes they see this as a choice. Should I be responsible and provide a good living for my family or should I do something about which I'm passionate and just forget about the money or should I be involved with a worthy cause as really filling out my life's mission? Well you know my response to that. It's "Yes, yes, and yes."

CHRIS: Yes, yes, and yes, exactly. Where is the decision we made here? Yes to all of those.

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DAN: That's right. So when we say should you be in ministry or be profitable? Yes, it is both of those. Talk to us a little bit about what you've experienced in helping people to understand that you can have food on the table and still be involved in ministry.

CHRIS: It's one of the toughest mindsets that we encounter often with the students who come into our school. Our students are typically midlifers, kind of like a lot of the people that you train here at the Sanctuary in the various programs with coaching mastery and such. They are in their 40s-60s and many times, they are struggling in that place of frustration of knowing they have certain giftings, a strong sense of calling. They have passion about some very exciting things and like someone said to me not very long ago. We were talking about them hitting this built in ceiling of about \$100 or so from the various things that they were doing and they really wanted to generate more than that. So I looked at it saying, "Well, just what would it take to pull it from \$100,000 to \$200,000?" They looked at me immediately and said this, "Chris, I am never going to make \$200,000 a year because there are too many things I love doing that don't make money."

DAN: Interesting.

CHRIS: And you know what my response was, "Hmm, could we challenge that mindset with a little tweaking of that? There are many things I love to do that I haven't figured how to make money at yet," and just that simple shifting of the mindset and of course what we rehearse, what we tell ourselves out loud, "I'm never going to be able to do that." Well, you're probably right. You won't be able to but the problem is not because you couldn't nor that it would be wrong nor that Scripture tells us never to do such a thing but instead, the battle is won and lost in our own minds. We've set our course for ourselves and we're going to see an "either or" decision when there really is not one.

DAN: We tend to speak our own reality and what you also alluded to there is we have in America the mindset that time equals money. So if you're working 40 hours a week making \$100,000 and you really want to make \$200,000 the immediate thought is, "Well, I don't want to work 80 hours a week. That would compromise other areas of

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success.” When we get into these unique work models we have that we can take advantage of today, there’s not that kind of connection. There’s not a direct cause and effect correlation between time and income, and in this world that you and I live where we’re talking about information and knowledge, you can leverage that in some really unique ways where you can make money while you sleep and a lot of people double their incomes when they reduce their time by leveraging the things they are already doing.

I know this is a little foreign concept for somebody who is used to just being paid by the hour, but as soon as you come out of that model and look at projects or concepts or produce products of any kind, you open the door to have a new income kind of models. One of the things that is a favorite topic of mine as you know is this talking about giving from a full cup. When I talk about that, it’s never to position this as being greedy or self serving or egotistical but really to have all of your best gifts that God has given you fully available and when I see people who are depleted, they are frustrated, they are wrung out physically and they are broke, and then they think, “Well, this must be the most Godly thing to do.” Really? I mean, is that going to be attractive to other people?

So there’s a little demonstration that you’ve seen me do where I have a little shot glass and then I have a goblet on top of a saucer and then I have a big trifle bowl. Each one behind them I have a wine bottle and demonstrate with a tiny little shot glass, even if you fill that with the available resources, it’s gone very quickly because it’s so small. You may have a neighbor who is out work and the rent needs to be paid. You’d like to do that but your cup is empty. It’s hard to do that. On the other end, we have this big trifle bowl and gee, you’ve got the house and a condo in the French Riviera and you just financed the Ferrari for 10 years and you pour all the resources in and your cup still isn’t full.

Well, that’s not an admirable position at all and it’s kind of like the three bears, I guess. We end up in the middle where this is just right. What we want is that goblet that is beautiful. We take the resources, we pour into that but we continue pouring

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even when it's full so there's the abundance of overflow. So yes, we fill our cup. So we're at our very best in every way that we can be and then serve and give out of the abundance of that. I've got a little video, a little 5-minute video that really explains that more fully and I'll put that in the show notes again. Do you want to add anything to that?

CHRIS: Yeah because you're referring to a beautiful, the video that you're talking about represents visually the symbolism of that ceremony. I guess it's called the Havdalah and that is a Jewish ceremony. Of course Jesus is Jewish and our Scriptures come from the Jewish background and somehow, we, in a lot of western Christian mindsets have come to believe that Scripture just teaches against money. We don't read that the love of money is the root of all evil. We just read that money is the root of all evil and we've got this real tug of war internally with making more than just enough for whatever my needs are, and then of course that leaves us with that little tiny shot glass. We don't really have enough over flow to be ministering and pouring into others.

In thinking about this morning's podcast, I went to my Scriptures and immediately pulled one of the many Scriptures that we refer to in the institute when we're training in this. It's Paul writing to Timothy in 1 Timothy and he says this, which not only hits the point we're covering here but it even ties into our theme for today on Living Well, Doing Good. He says to Timothy, "Command those who are rich to give away everything they have?" That's not what he says. "Command those who are rich in this present world not to be arrogant and not to put hope in wealth which is so uncertain, but to put their hope in God who richly provides us everything for our enjoyment." Then he says this, "Command them to do good." Hmm, the wealthy. That's a good command.

DAN: It is.

CHRIS: And they are in the position to do far more good because of their wealth than what others can do. Now there are many different kinds of good and they are all wonderful and rich and needed in the kingdom, but when you are a wealthy person

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and discerning the good that God would call you to do because of that position, not in spite of it, not once you get rid of it, not give it all away because that's the most righteous thing and all Christians should be scrapping for their next meal, but instead utilizing your wealth well. He says, "Command them to do good, to be rich in good deeds and to be generous and willing to share. In this way, they will lay up treasure for themselves as a firm foundation for the coming age so that they may take hold of the life that is truly life." It's a great passage, isn't it?

DAN: It is. It is indeed.

CHRIS: Straight out of our Scriptures, huh?

DAN: Command the rich not to make themselves poor but to do good with the riches that they have.

CHRIS: Mm-hmm.

DAN: Well the next topic here, we're going to just bounce around on some and we'll have more time on the cruise of course to unpack these and have discussions with everybody who is there but this idea of doing good without damaging the recipient.

Now my son, Jared, has spent a lot of years in Africa and we've really been pretty close up with this idea of just giving to people thinking that we're really helping them. So we give them shoes, food, a place to live, and what we do is teach them to be dependent on that. It really doesn't change their life significantly. We teach them to expect that the next year, the next year, and the next year, and of course we've seen that in our own country. We now have 7th and 8th generations of people who have been on welfare and have never known any other life than that than to expect the government to take care of their needs. We teach them to be dependent. How do we practice doing good when there are people that we really want to help? What are some ways to help them effectively that in fact equip them rather than just enable them?

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CHRIS: It was so fun walking in here to the Sanctuary today because the first person I saw was your son, Jared. He's here visiting again and it was just great to catch up with him. We started into a conversation about his love and passion for the Lakota Indians in particular and some of their spirituality and love and stewardship of the land and attention to things that are very, very much in keeping with the teachings and lifestyle of Jesus.

And so as we were talking about the Lakota Indians, I was able to respond back to him, "Do you know I was privileged to do a 20-hour contracted training program with case workers who were working with the Lakota Indians and Dakota Indians on the reservations because of the number of serious dysfunctions that kind of are bred by being placed in a reservation and all things are supposedly being given to you and instead, what we've done is we've created a very handicapped culture of persons who are looking for the next handout and don't have a great value anymore oftentimes for hard work and the payoff that should come from hard work and such. We trained those workers who already had relationship with these Lakota and Dakota Indians but were not seeing great result from their various outside in kinds of efforts in the very thing that you and I teach, which is coaching.

Meet them not with answers, not with a handout, not with solutions and advice. Meet them with questions in their space and invite them to begin engaging in a question oriented manner with the challenges before them and the opportunities before them. What could be possible here and how could you make that happen, who could help you, and when might you be able to do that, what are the resources would you need to be tapping? A coach approach to, really as you and I teach so oftentimes, anything is I think one of the greatest gifts that we can give someone instead of an outside in solution. We reach into their very being and seek from an inside out, kind of a calling forth, a calling up, an exploring of what's possible, and they become engaged much more fully with their lives and with themselves.

DAN: You know, it's so much easier to just give somebody something and walk away. We were infamous for our missions trips to the other parts of the world where we waltz

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in, we're there for 10 days, give them an abundance of things and leave, and pat ourselves on the back with the good work that we've done.

CHRIS: And boy right there is part of the problem, isn't it? That actually though it seems a loving thing may have been more about us than about them.

DAN: Oh you think? You think? We can jump online and look at the selfies of people who have, in fact, virtually patted themselves on the backs for the good work that they have done, but when we think about, think through some of those things, so if we go into a town, if we go into an area in the Sudan and we know there's abject poverty there and we drive in with a big truck and it has got clothing in there and it has got food and it has got shoes, and we distribute it to everybody there, we have probably totally destroyed some very small fragile economics in that town, in that community.

CHRIS: Exactly.

DAN: So the guy who was repairing shoes as a way to have a living is now totally put out of business.

CHRIS: Right.

DAN: The guy who is growing a little garden or has a cow and is selling a few products from that is wiped out. We go in and undermine the very things that we want to nurture to make them more self sufficient. How do we do that, maybe even not just in other cultures but have you seen that played out even with our neighbors and those people we care about right around us and how could we do it more effectively?

CHRIS: Do you know what comes to mind? I did a key note talk at the Convene Conference last year out in New Port Beach, California. These are Christian business owners, entrepreneurs all or at least Christian executives of large organizations. Whether they are Christian or non-Christian businesses themselves, these are the persons who run them and they all hold the faith, and so I went on and talked on leader as coach there but one of the other key note speakers was a gentleman who heads up Hope

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International and they are a microfunding entrepreneurial kind of a loan service. Now they have ministry as their work, reason for being but what they principally do is go into those very same places whether it's the Sudan or the inner parts of India or East Asia or wherever they may be in the world and they are looking to connect at a coaching kind of a find out what the needs are, who are the people that are already doing good things here, and how can we through capitalistically minded, entrepreneurially oriented efforts help this culture begin to help themselves through the things that value hard work and that pay the natural results that should come from that and we build a real strong internal economic engine for them instead of just coming in and, as you said, trying to hand out and do good and actually wind up doing terrible, terrible damage. It's Peter Greer, Hope International, powerful ministry, but they have spent years and years in trying to understand how do we fuel and fund these kind of things so that our well intentioned efforts don't inadvertently wind up undercutting the very people we're trying to serve.

DAN: You know, Peter Greer is a real spokesman in that space. CEO of a nonprofit organization that was doing ministry in very traditional ways but then he wrote a book, *The Spiritual Dangers of Doing Good*, which is just amazing. I'll put a link in our show notes, there's a document out there, a short document that he did as well, *Stop Helping Us*, which is really counterintuitive to what we think. We were thinking we're doing good out there but he says, just like you were explaining, all of the things we're doing just simply undermine ways that would truly help those people.

CHRIS: I think we need to be quick to say too that they are, the word I used a moment ago there was well intentioned. I think our intentions are good. Yes, sometimes we get in the way in our own insecurities or need for being oohed over and aahed over on Facebook or whatever, getting in the way and we are patting ourselves on the back, but I think the average person, and here I'm speaking just Christian or not, anybody, I think the average person does desire to do good in the world. It's just that oftentimes, those well intentioned but misdirected efforts do wind up not only not doing good, they actually bring serious harm. And it's terribly important to be

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stepping back from the desire itself first and asking what are the better ways to go about this instead of just kind of charging in?

DAN: One of the organizations is Kiva, Kiva.org. I love their business model. So the model there is that, so we got a guy in Guatemala who wants to repair cars and he needs \$120 for tools so that he can do that more effectively. Multiple people go in and give \$25, \$50, whatever to help him get his tools and then he repays that. So it's a microloan but to put him in business, not just as a gift to give to him to put him in business. I love going on there and there was a lady in Honduras who wanted to have two washing machines and she was effectively the town Laundromat which people would pay her a quarter or whatever. So I funded that, put in a few dollars as a lot of other people did as well and then you watch. Then I get these reports that Mary has repaid \$1.64 and that comes in. I put in \$200 probably six years ago. I don't think I've ever put in more but I keep going back in because what an amazing concept. That money comes back in and I'm told, "Dan, you have \$80 in your account." I go in and again select somebody to fund their business startup, not just to hand up fund their business startup. They repay it and it really puts them on the road to their own success.

CHRIS: Isn't this really just the saying we're all so familiar with, If I give you a fish, I feed you for a day, but if I teach you to fish or in this case, if I facilitate the finances to help you be able to fish, I feed you for a lifetime and I impact your whole family and your whole community. The ripple effects of, well there's a book that we use at the institute at the very beginning because as I said, many of our students come in still having this internal battle. They know there's a likelihood of self sabotage because they are afraid of doing too well. They are afraid of too much success and so Scripture says, "A double minded man is unstable in all of his ways." So they get this kind of one foot on the gas pedal and one foot on the break as they are entering into their entrepreneurial ventures.

So the book we use right out of the shoots is a real simple. It's probably not even 85 pages long. It reads almost just a nightstand devotional or something by Dr. Wayne

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Grudem but it's called Business for the Glory of God and it is just a manifesto kind of a statement about the importance of addressing that mindset and saying, "Wait a minute, if everything else in life is supposed to be done for the glory of God and all the service that you're going to, how is it that you've relegated business and the establishment of business and running of a good business as somehow against that? That it's only going to be glorifying God if you take all the money from it and donate it to charity of something like that. It can't actually be a wildly successful business that there is no connection there between the two. That's where we start them out. If that double mindedness is in there, that push pull effect, you're going to be running into that at every turn for the next many years as you start to launch your business instead of just setting off like a rocket and continuing on forward to the thing you feel you're really called to and you're passionate about, and allowing it to grow wildly so that more and more good can come from it.

DAN: Well, you've really kind of crossed over there where we're looking not just to the motivations for giving and the positioning of the recipient, but the mindset of us as the potential givers. We all have and we've talked about this in our mastermind, we all have that upper limit challenge where we have a sense of what we deserve. And I see this played out and have for years and years in working with people who are making career changes. If we were working in a job and you're making \$40,000 a year, we anticipate getting a 3% to 4% increase, kind of cost of living increase, see your income goes up to \$41,500 the next year. We can handle that. It's kind of like the frog in the kettle. There's a little changes we can handle okay but...

CHRIS: We can even handle if the boss gives us a \$500 bonus at Christmas time or something. It's like. "Hey, isn't that great? We can do some fun little things."

DAN: Yeah but when we step out of the traditional work model and get into these things that are more creative, nontraditional, entrepreneurial, what if you write a book and all of a sudden, your income is up 10 times or 20 times. How do we handle that in this environment where sometimes, we are set up to be a vessel through which blessings can flow but we block that.

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CHRIS: We gum up the works, don't we?

DAN: We gum up the works because of our own sense of not deserving more than we're used to having.

CHRIS: Not deserving it or again back to the idea of it just not being right. It's not okay. Maybe this is more of a Christian thing than in other settings. I don't know but I surely run into it all the time that there is just this internal, "I'm not sure that's really all that good." Remember, Jesus was a poor person and had no place to lay His head and all. I think that's where the model we're supposed to follow here. Dan, you know I'm just coming through Franklin here now on our way back from a family vacation. Rachel and I, as you and Joanne do, we travel a lot. We enjoy it. We've home schooled our kids and so they've grown up jetting all over the United States and overseas and the reason we can do that is largely because I run a successful business from home and have done that for all of their childhoods growing up. So here we are coming back from a couple of weeks down in Destin, Florida. It's about seven hours from there up to here.

So this was our midpoint and then the rest of the family went on home to Missouri about another seven hours from here the other day and I stayed here to have these meetings. But while we were down there on vacation, of course I did some teaching of some of the teleclasses that I still have my hand in there at the institute and some administrative things. In other words, it was kind of a working vacation. It's what you do when you're an entrepreneur because the whole world is your office place potentially.

DAN: That's right.

CHRIS: You've got flexibility, freedom, talk about living well. You've got portabilities and freedoms that nobody who is in a 9-5 job working as an employee for somebody ever even thinks about. They are always looking, "How many vacation days to I have left? Can I get some paid sick time here? Do we have a paternity or maternity leave?" When you are an entrepreneur, you are so much more in control of things.

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But there we are in this vacation. I've got all seven of my kids and my daughter's husband. Our oldest is married now. James is on the trip as well. We're around the pool and James and I have been having these conversations about entrepreneurial mindset. Because he married into this family, saw the way Elisa was raised. He sees the rest of the kids are raised, he sees the flexibility and portability. He's attracted but he grew the way most of us do, just get a good education wise so you can get a good job. Go work for somebody else and he got the entrepreneurial bug when he went to the Escaping Shawshank thing that you and Carrie overrun or did a year or so ago, right, here in Columbus, Ohio area.

DAN: Right.

CHRIS: Escaping your own prisons, your own Shawshank in your mind. Well James goes there. He's a newly married man and Elisa said, "Yup, we're going to put some of our hard earned money behind this, honey. We're going to get you up there" and what do you address there, principally mindset. So here he is with his own family vacation now, enjoying soaking up the sun. He's poolside, literally this happened while we were down there. He is pool side. He checks his cell phone because he's used to seeing me check my cell phone and come back and say, "Hey, just made another \$2,000 off of something," a product or service that's mailbox money coming in while we're vacationing. He says, "Dad, I just had \$400 upped in my account here from a client I'm working with."

Not only did that happen but I hooked up with neuromuscular massage therapist while I was down there to have some deep tissue worked on some injuries I have. I had found her on the web. Her website was not dynamic. It didn't adjust to the cell phone and I know that James' business that he just established, Fresh Eyes, is established to help people with tech issues. He comes in, looks at your business with fresh eyes. So I said, "You know James, give me your business card. I'm going to this appointment with this massage therapist. I think there might be a gig here," and sure enough, we come home from vacation, he not only made from the clients he has already landed since that Shawshank thing less than a year ago, he secured new

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client from my massage therapist there. This is living well and it's doing good. For them as young couples, it's doing good because it's giving them a foot from which they are going to be able to start off in a much better place than an awful lot of their peers are right now in the college age.

DAN: That's a cool story.

CHRIS: Isn't it cool?

DAN: It is and it covers so much of what I talk about week after week, that subtle blend of work and play so people looking in from the outside can't tell which we're doing. So there you are in a family vacation which really is a vacation and yet still connected, have things in place so that you're making money, what we call SWISS dollars, Sales While I Sleep Soundly. It kind of opens the door on just a couple of other things here I want to touch on. One of those are the new business models that we have available to us. We used to think that either you're a nonprofit where everybody recognizes what that is. So you're nonprofit, that implies, I mean, the word "nonprofit" that means, it doesn't make any sense businesswise.

CHRIS: Don't you dare too much money.

DAN: That's right. It makes no sense businesswise but hopefully, people will feel sorry for us and give us money. So you have that or you're just one more materialistic, capitalistic business out there. Well those are lines of soft now what and we have terms like social entrepreneurship and we have ethical capitalism, B corporations. There are a whole lot of things that are kind of softening the lines and even organizations like Pura Vida Coffee or Tom's Shoes. People are familiar with that, very, very giving model obviously. You buy a pair of shoes, they give one to somebody else. Now incidentally, Tom was just profiled in the new issues of Inc. Magazine.

CHRIS: I saw that.

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DAN: He's changing his model because he realized that in as much as he really has a heart of service, just giving people shoes doesn't change their life. It teaches them to expect another pair to be given to them next year when they need them.

CHRIS: That's right.

DAN: So he's making some modifications but that started out as a for-profit business. That was not a nonprofit and expecting donations, but I love the ways that we have today available where we can do good but structure it in a way that you don't need to ask people for money, just make it profitable. In some ways, anytime somebody asks for money, it's a first sign of failure in a business. I heard Mark Cuban talk about that recently. When you ask for money, it's the first of failure. So that means in going to the bank or looking for venture capital or investment from your uncle or asking for donations, and a lot of people have ended up with what they call nonprofit organizations because they never figured out how to be strategic about how to make it work economically on its own. I always approached it in that way first. How could this work on its own?

CHRIS: Yes.

DAN: You don't want to have to ask other people for money if there's any way in the world to avoid it and in most cases, there's plenty of ways to avoid it.

CHRIS: There's plenty of ways, that's right. You can monetize most anything lots and lots of different ways. It's fun to do so. I'll give a couple of examples of what we do here at the institute to illustrate the points that we're hitting on because again, these are themes that you and I are going to be addressing on this cruise, which excites me. As soon as Rachel and I heard what the theme for the cruise was going to be when we were on the last cruise with you, we said, "Yup, we're in. We're in" because that's where we live, that's so much what we're about. Now the Professional Christian Coaching Institute is a for-profit entity of course and it is an educational and training facility. When persons register for any course there, a percentage of every registration/tuition that we receive goes to support the work of crisis

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pregnancy centers. Now that's a great very simple traditional model. There's nothing all that unusual about that. It is social entrepreneurship. It is taking some of your profits and purposely pricing yourself so that you can freely enjoy fully give those back. We do it as a tie between us and the Lord.

I don't normally speak about it publicly and I'm not bragging here but it's illustrative of the point. But one of the things that I enjoy far more as you can imagine when I explain here in a moment than just the funding directly financially of that is that because we are a successful training institute and we have more than enough coming in to cover expenses, we actually then can take the training that we offer and every single time that we offer the introductory course which can have up to 30 people in the virtual classroom, up to three of those slots, in other words 10% of the persons who are training are executive directors and/or frontline counselors at crisis pregnancy centers. They are receiving their training at no cost to them because they are able to then go back to their ministry and take a coach approach with women and couples in crisis pregnancies.

Guess what happens statistically when instead of taking a counseling approach with somebody in a crisis pregnancy telling them what to do, guiltiing them into what they should do, helping them to understand the trauma of abortion and whatever else. If we take an outside in pressure based kind of an approach, we know that the success rate of crisis pregnancy centers in avoiding abortions are not really very high and we know that oftentimes, and the result is we just go against the abortion clinics and try to blast them and take another aggressive approach there. When you instead work within a crisis pregnancy center that is being somebody in a place of need, place of great vulnerability, and instead of advising, you take a coach approach, meet them where they are, and ask questions. Don't tell, don't advice, explore, empathize. Get them to call forth what the internal struggle is, what they see is the options, how they would rank order, they are leaning toward one or the other. Do you know that the success rate of the crisis pregnancy centers that take a coach approach, Dan, it is nearly 100% in guarding against the likelihood of an abortion.

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It's again a socially responsible or socially oriented entrepreneurial venture that's saying, "We're not only going to fund the things that we support financially, we're going to utilize the good that we're doing in the world and do more through it by equipping and empowering people." That's not possible. We can't have those people in there at no cost, no generation of income for us unless that class was already making profit.

DAN: That's right. that's right. That's the point. You have a heart for doing good and rightfully so, but instead of putting 100% of your efforts just there, you have an economic model that makes sense that allows you to do that freely through your own efforts without them looking for somebody else to feel sorry for you or think that you're doing good and write you a check. I love that. That's a great example.

Well, just one last thing here. Chris, I know that this is really, this is going to be a topic that you speak about personally on the cruise. Again, the cruise is going to be, we're going to be leaving February 12, 2017 from Fort Lauderdale, Florida. I got some beautiful pictures up. You can find that at 48days.com/ultimateadvantagecruise or just go to our live events. It's in there with Coaching with Excellence and all the other things we'll be doing next year, but you're going to be personally leading us through thinking about living well emotionally, physically, and spiritually. We have talked a lot about financially but living well goes way beyond what your financial portfolio looks like.

CHRIS: Doesn't it indeed? In fact of the various measures, that may be the last one I would really place high value on.

DAN: As is success. When somebody says, "This person is really successful," I don't want to see how big a house they are living in. I want to look at their life and say, "Is that a life that I want to model?"

CHRIS: Exactly. Yeah, we'll be talking quite a bit about that. There are many kinds of wealth and there are many kinds of poverty. If I had to choose my areas of indebtedness in life and I don't want to be indebted to anybody for anything, but I

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had to choose my areas of indebtedness, I'll take financial debt over relational debt or spiritual debt or experience debt even, the opportunities to make memories and to celebrate the fullness of life whatever my financial position might be at the time. But yeah, we'll be addressing that.

I'm looking at a model that I use that actually I have talked about in our podcast before. It's a balance model for life looking at work and worship and play, and the important of each of those finding their own place of not static balance but a fluidity of valued balance in your life that when you're working, you're really working. When you're worshipping, you're really worshipping. When you're playing, you're really playing. You're fully present wherever you are instead of kind of, "Well, I'm working but actually, I'm kind of thinking about the ballgame this week" or "Well, I'm worshipping but again, I'm thinking about the ballgame or I'm worried about what's going to face me tomorrow morning when I get back to work" or I'm playing but I'm feeling guilty for it because really, I probably ought to be doing something more productive." We're not at all present where we are. So we're going to look at that model at how easily we can get out of balance and not have wealth or live well in any area because we're worshipping our work, working at play, and we are playing around at our worship. So everything is out of balance. It's one of the talks we'll talk about there on the cruise.

DAN: Absolutely. Well, it's going to be great. Just looking at the pictures gets me excited here about what we're going to be experiencing. If you have any interest in joining us, we'd love to talk to you. Chris Niemeyer is our cruise director. He can give you all the details on that but if you will just go again at 48days.com/ultimateadvantagecruise, you'll see all the details there. Hey, we're going to wrap it up here.

CHRIS: And there's where we're going to wrap up that portion of our conversation. While you're out on Dan's website at 48days.com, you'll want to look through the write-ups on his books and his other resources. He has a plethora of really valuable resources on a wide variety of themes, but particularly themes that center around

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career and the entrepreneurial mindset and lifestyle, so be sure to poke around there. And while you're on the Web, on our site at ProfessionalChristianCoachingToday.com, be sure to download our personal inventory that can help you do some deeper exploration of what it means for you to live well doing good. To what degree are you currently living well and doing good? What do you actually sense is the Lord's calling on your for this season in regard to living well and/or doing good? That inventory is available for free on our website, and it is called simply "Align Your Life." There are other valuable resources there as well, so just poke around while you are there. And until next week then, keep raising the standard of coaching and changing the world. God's richest blessings to you.