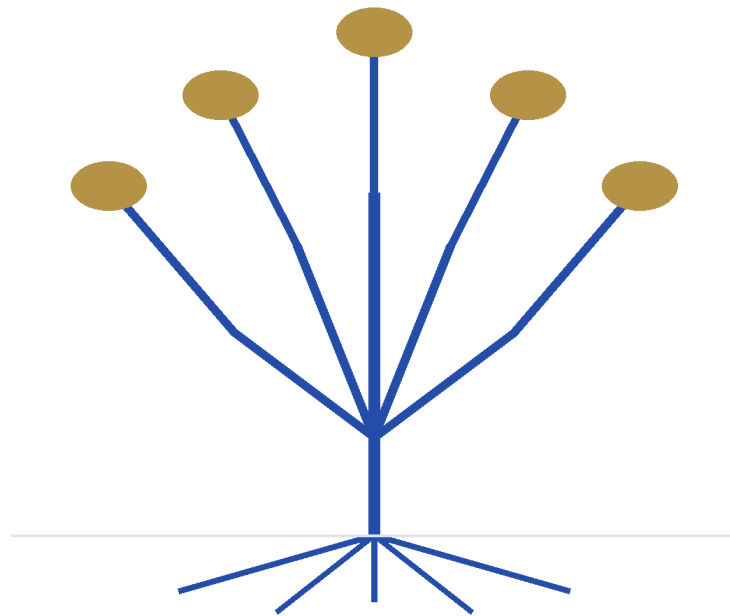


The TEELCA coaching journey

*A simple guide to changed thinking
and lived identity*

Learning to express the image and likeness of God through character,
responsibility and service.



By Coach Elijah Pierre

Founder and Chief Coach of TEELCA Global

This article explains the methods I use to help clients understand what governs their thinking, recover a truthful understanding of themselves, develop their abilities and serve others responsibly. Think of it as tending a garden: understand what is growing, care for the roots, provide what is needed and look for healthy fruit.

NAMECODE™ • DAM™ • IDEE™
Reference Point questioning • Pyramid of Value

Led by Coach Elijah Pierre
Integrity • Equity • Innovation • Sustainability

Website article | 17 October 2026
© 2026 Coach Elijah Pierre and TEELCA Global

T THESIS

Learning to live from who you are

My coaching begins with a conviction: your life has value before you earn money, receive a title or impress anyone. The journey helps you recognise that value and learn to express it through the way you think, work and treat people.

In my Christian understanding, our deepest purpose is to live as people who represent God. Represent means to help others see what God's love and truth look like through human conduct. His likeness becomes visible through truthfulness, love, fairness, patience and responsible care. A home, a career or a business gives us a place to practise those qualities.

Purpose as a state of being

When I say that purpose is a state of being, I mean that purpose begins with the kind of person we are called to be. That way of being carries character. Character then guides our functions, duties and responsibilities. A particular goal helps us carry those responsibilities in a particular season.

Think of a caring person. Caring becomes visible when that person listens, shares fairly or protects someone from harm. The quality is inside; the responsibility gives it an outward expression. Our roles can change while our responsibility to reflect God continues.

E EVIDENCE

The biblical foundation

Genesis 1:26-27 presents humanity as created in God's image and likeness. Genesis 2:15 places the human in a garden to cultivate and care for it. I draw from these passages a pattern of dignity joined with responsibility. [1]

Romans 12:2 speaks of renewed thinking. Ephesians 4:22-24 and Colossians 3:9-10 connect the renewed person with God's likeness and image. Galatians 5:22-23 describes the character fruit of the Spirit. These passages guide the faith foundation of my coaching. [2, 3]

The self-existent God is the source and reference point for this journey. Through Christ and the guidance of the Holy Spirit, we learn to live from received identity and practise faithful conduct. The methods below give structure to that learning.

In my practice, a priestly lens means tending what has been entrusted, protecting life, keeping truthful order and serving responsibly. TEELCA's named frameworks are modern coaching methods informed by Scripture and Hebrew thought.

E EXPLANATION

The order of the coaching journey

The Christian Entrepreneur Transformation Cycle™ gives the journey ten stages. Its questions can also help a person at home, school or work. A client moves through the stages with the coach and returns to earlier work whenever a new need appears.

Step	What the client learns	Method or emphasis
1	Awareness Notice the repeating pattern.	Breaking the Survival Loop™ and Reference Point questioning
2	Deconstruction Examine the belief beneath it.	DAM™ Deconstruct
3	Alignment Choose what should guide life.	DAM™ Align and the Two Logics lens
4	Identity discovery Understand the person and responsibility.	NAMECODE™
5	Development Practise character and competence.	IDEE™ Develop
6	Equipping Put tools and support in place.	IDEE™ Equip
7	Expression Use developed ability to serve.	IDEE™ Express and the Pyramid of Value
8	Stewardship Care for people and resources.	The Entrepreneur's Operating System™
9	Multiplication Help others carry the contribution.	Leadership development and legacy
10	Renewal Review the fruit and grow again.	Evaluation and another development cycle

How the methods work together

IDEE™ is the overall development cycle: Identify → Develop → Equip → Express. Identification includes understanding the person, the current pattern and the development need. It begins at the start of the journey.

DAM™ helps change the pattern: Deconstruct → Align → Manifest. NAMECODE™ provides the ordered identity sequence. The Pyramid of Value helps place contribution. These methods work together throughout the journey.

Manifest means making alignment visible in conduct and results. The later development, equipping and expression stages help that happen.

Finding and changing the pattern

Stage 1 Awareness

Imagine a learner named Maya. She misses two questions and says, “Everything I do fails.” Embarrassed, she hides her work and avoids practice. The next task becomes harder. This is an example of the survival loop: pressure leads to fear, fear shapes a reaction and the reaction helps the difficulty return.

I help the client describe the pattern without making it their whole identity. We also look at real conditions. Missing instruction, time, money, safety or support may need a practical response.

Reference Point questioning

A reference point is what you use to decide what matters. Like a compass, it gives direction. The Reference Point Questioning Architecture™ asks what currently guides the client and what should guide them.

Reference Point → Priority → Decision → Action → Outcome

To understand a repeated difficulty, we trace the same chain backwards: Outcome → Action → Decision → Priority → Reference Point. What happened? What action contributed? What decision came first? What mattered most? What belief made that priority seem right?

Stage 2 Deconstruction through DAM

Deconstruct means taking a pattern apart carefully so we can understand it. Maya’s fact is that she missed two questions. Her interpretation is that she always fails. We test that interpretation against evidence, Scripture, wise counsel and the actual situation. We also ask what skill or support is missing.

Stage 3 Alignment through DAM

Align means bringing thinking and conduct into agreement with truth and purpose. Maya can learn to say, “I made mistakes. I can ask for help and practise.” Her new priority becomes learning faithfully. Her next action is to show her work and ask one clear question.

The Two Logics of Wealth and Legacy lens helps us examine the direction of a choice. One orientation is governed by fear, scarcity and control; the other seeks truth, creativity, life and stewardship. These are spiritual coaching descriptions. A person facing hardship still deserves dignity and practical support.

We make alignment concrete by agreeing on one action and a review date. Changing a belief creates a new direction; practice and suitable support help turn it into a different lived experience.

Discovering identity through NAMECODE

STAGE 4 IDENTITY DISCOVERY

NAMECODE™ helps the client describe who they are becoming and the responsibility that follows. We begin with the governing foundation and work toward a whole, lived identity in this exact order.

**Essence → Nature → Purpose → Function →
Designation → Title → Identity**

Dimension	The simple question	Maya's example
Essence	What must guide my life?	God's truth, love and responsible care should govern me.
Nature	What capacities and characteristics are present?	I enjoy explaining things. I also need practice and feedback.
Purpose	Why should this capacity be developed?	To represent God's character while helping others learn.
Function	What must I actually do?	Listen, prepare, explain clearly and correct mistakes patiently.
Designation	Where and for whom can I serve responsibly now?	A supervised reading group for younger learners.
Title	What role accurately names the responsibility?	Reading helper, with the duties and supervision that role requires.
Identity	What do these parts express together in life?	I am a growing learner who helps others with truth and patience.

Understanding names responsibly

The Hebraic Naming Principle provides the foundation for this work: a name or title should agree with what a person is entrusted to do and how they function. Calling someone a leader creates an expectation of responsible leadership.

Where a client's name is explored, historical etymology examines reliable language roots, cultural history and family meaning. Semantic architecture explains how those meanings relate and what they mean in practice. Name meanings provide questions to explore alongside the person's lived experience.

The final word, Identity, brings the whole NAMECODE together. The person's dignity is present before the exercise. The sequence helps them understand and embody it. A title becomes trustworthy as the person accepts its duties and shows dependable conduct.

Developing and equipping the person

STAGES 5 AND 6 DEVELOPMENT AND EQUIPPING

IDEE™ explains how potential becomes prepared contribution. Potential means an ability that may be present but still needs development or support. The cycle applies to people, places and things; here we are applying it to a person.

Identify → Develop → Equip → Express

Identify what is present and what is needed

We gather examples of strengths, current responsibilities, interests, habits and obstacles. We ask who could benefit from the client's contribution and what evidence supports the proposed direction. This identification begins during the earlier stages and continues as we learn more.

Stage 5 Develop character and competence

Develop means helping an ability become more dependable through practice and feedback. Character grows alongside competence. A person learning to teach needs subject knowledge, clear explanation, patience and the honesty to admit an error.

Maya chooses a short reading activity. She practises explaining it, lets a trusted adult observe and improves the parts that are unclear. When she becomes impatient, she pauses and tries again. We look for a change that can be seen in her work and relationships.

Stage 6 Equip for the responsibility

Equip means supplying what is needed to function. Maya may need suitable books, a quiet space, a simple plan and adult supervision. An adult client may need training, reliable tools, time, relationships, authority or a workable system.

We match support to the actual need. A timetable can help someone use available time. Access to suitable equipment can remove a delivery barrier. Clear authority can help a capable team member act responsibly.

Prepare for expression

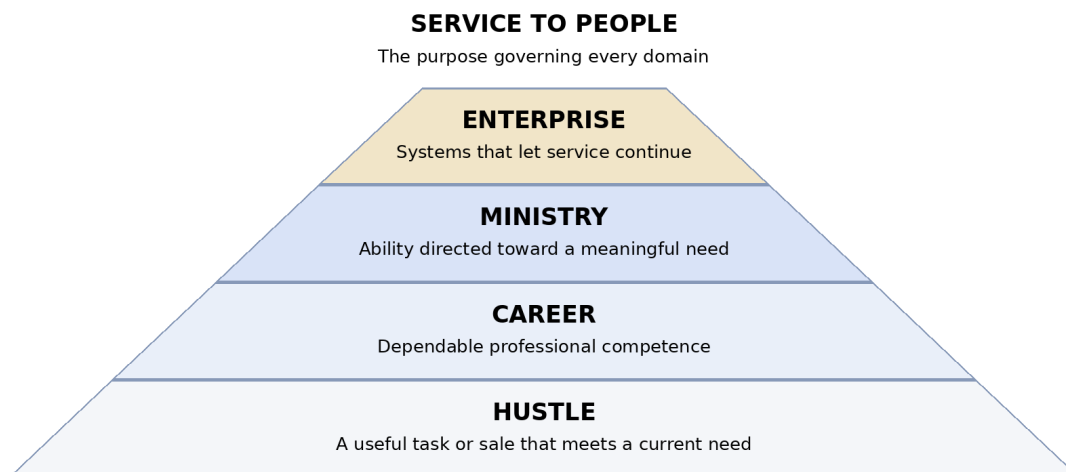
The client then uses the developed ability in a real task with a clear purpose and suitable boundaries. Maya helps with one supervised reading activity before taking on more responsibility. The coach reviews what happened, what helped and what needs further work.

In TEELCA, education includes identifying potential, developing it, equipping it and helping it find responsible expression. Review keeps that process moving as the person grows.

Expressing value through service

STAGE 7 EXPRESSION

Expression is the point where others can experience the benefit of developed ability. The Pyramid of Value describes four domains in which that contribution can be expressed, ordered from the base upward as Hustle, Career, Ministry and Enterprise.



The four domains

Hustle meets an immediate need through a useful task or sale. Clear terms, honest pricing and dependable delivery help a transaction serve people well.

Career expresses developed professional competence. People can rely on the person's skill and standards through employment, a profession or skilled independent work.

Ministry directs ability toward a meaningful human need. It includes faith service and wider purposeful contribution. Service may be paid or unpaid.

Enterprise organises people, processes and resources so useful service can be delivered repeatedly and continue beyond one person's effort.

Service to People governs every domain. The model describes the development of value expression. Human worth remains equal, and people may contribute through several domains at the same time.

As Maya grows, her reading skill might support occasional paid help, a teaching career, community learning support or an organised learning service. Each form calls for suitable preparation. Helping one learner well is already a meaningful contribution.

Making the change dependable

Stage 8 Stewardship

Stewardship means caring responsibly for what has been entrusted to you. We ask how the client uses time, ability, relationships, money and influence. Can others rely on the work? Are commitments realistic? Are people treated with dignity? What needs protection or repair?

Maya keeps her agreed schedule, prepares her materials and tells the supervising adult when she needs help. An entrepreneur applies the same principle to promises, records, quality, staff and resources.

Stage 9 Multiplication

Multiplication means helping good contribution continue through others. Maya can share a useful learning activity with another helper. A leader can explain a process, train someone to use it and gradually share responsibility. Legacy grows as wisdom, skills, resources and opportunities are passed on responsibly.

Stage 10 Renewal

Renewal means reviewing what the journey is producing and returning to learning. A new role may reveal a skill gap or an old fear. We review the evidence, repair what is needed and begin another development cycle. An honest correction is part of growth.

The entrepreneur operating system

The Entrepreneur's Operating System™ brings the methods into everyday habits and decisions. Its operating cycle is:

Deconstruct → Align → Discover Identity → Develop → Equip → Express → Create → Contribute → Steward → Multiply

This cycle helps a person move from reflection into useful work, responsible care and shared contribution. It remains available whenever pressure or a new opportunity appears.

Look for fruit that can be described

A simple progress dashboard records examples of identity alignment, stewardship, development, value creation, Kingdom impact, leadership multiplication and legacy progress. In plain words: does conduct match the stated identity, is ability improving, who benefits and can the good work continue?

We examine promises kept, tasks completed, feedback received, mistakes repaired and people helped. Financial results matter for a business, alongside the care and responsibility shown in producing them.

L LEADERSHIP APPLICATION

Using the methods in daily decisions

Leadership begins in the choices for which you are responsible. A child can care for shared materials. A parent can listen fairly. A manager can set a truthful deadline. An entrepreneur can deliver what was promised. Character becomes visible in these ordinary responsibilities.

The four governing principles

Principle	A simple commitment
Integrity	Tell the truth, keep agreements and acknowledge mistakes.
Equity	Treat people fairly and consider the support each person needs.
Innovation	Find and test a better way to meet a real need.
Sustainability	Care for people, time and resources so the service can continue.

Seven questions before an important decision

The daily decision framework uses seven gates. A gate is a question we pass through before acting. Each one helps us see a different part of our responsibility.

- 1 Truth** What do I know, and what do I still need to check?
- 2 Identity** Does this choice agree with who I am called to be?
- 3 Stewardship** Who and what will be affected, and what must I care for?
- 4 Purpose and value** Whom will this help, and what good will it do?
- 5 Capacity** Do I have the ability, time, support and resources required?
- 6 Season and timing** Is this a responsible step to take now?
- 7 Peaceful courage** After checking, praying and seeking counsel, what faithful action should I take?

If Maya is asked to lead a larger group, these questions help her check readiness and supervision. She may accept a smaller responsibility while developing the next skill. A clear, truthful commitment gives others something they can depend on.

C CORRECTIVE ACTION

Beginning the change this week

Choose one responsibility you already carry. Use this short practice to begin the journey. Write your answers and review them with a trusted person or coach.

Day	One practical action
1	Notice one repeating difficulty. Describe what actually happens.
2	Trace the outcome back through action, decision, priority and reference point.
3	Test the belief and choose one truthful, responsible way to respond.
4	Write one sentence for each NAMECODE dimension in its correct order.
5	Practise one needed skill or character habit. Ask for feedback.
6	Arrange the tool, time, permission or support needed to serve.
7	Make one useful contribution. Record the result and the next improvement.

A AUTHORITY STATEMENT

The identity we are learning to express

In the Christian foundation of this work, God is the source of life and Christ is our pattern for living. The Holy Spirit guides and forms us as we respond in faith and practise obedience. Coaching gives structure to reflection, development and accountable action.

The intended change is a person who increasingly represents God's character in everyday life: thinking truthfully, accepting responsibility, developing entrusted ability and serving with love. Lived identity becomes clearer as those choices become dependable.

Sources and further reading

Methodology sources by Coach Elijah Pierre: The TEELCA IDEE Methodology, Consolidated Edition v3.0; Breaking the Survival Loop, Foundational Practitioner Manual; The Hebraic Naming Principle; Executive Profile; Developing Value Through Service; and The Two Logics of Wealth and Legacy infographic. All 2026. The examples in this article are illustrative.

[\[1\] Genesis 1 verses 26 to 27 and Genesis 2 verse 15](#)

[\[2\] Romans 12 verse 2 Ephesians 4 verses 22 to 24 and Colossians 3 verses 9 to 10](#)

[\[3\] Galatians 5 verses 22 to 23 and Ephesians 2 verse 10](#)

Scriptural ideas are paraphrased. The theological applications express TEELCA's Christian coaching perspective.