

You may never have thought about it this way, but we could argue that Jesus was the smartest businessman who ever lived and that he built the most successful business the world has ever seen, the Church. The business Jesus built is over 2,000 years old and has three billion followers in the present day alone. It is staffed by many employees who volunteer their time and finance the enterprise. People have freely given their lives rather than quit this business. Jesus wasn't just a great teacher, but also a great businessman and leader. It's safe to say that he can teach us how to build a life worth living for and that starts with an examination of our capital. These are listed in order of priority below. The problem is that most everyone has put these in a different order, often putting Financial Capital first. Through Five Capitals Coaching you will learn practical ways to align each capital to thrive in life and in business!



Spiritual Capital: The level of connection we have with God - The currency is wisdom and power. The first commandment states: "You should love the Lord your God with all your heart, soul, and strength." Jesus' entire ministry demonstrated that spiritual capital is the most valuable of all. When he described life in the Kingdom of God, he talked about a life that was rich in spiritual capital both here and now on earth, and eventually in eternity.



Relational Capital: The health and priority of our friendships - The currency is family and friends. Just as the second commandment says "Love your neighbor as yourself," relational capital is second in priority. It is more valuable than physical, intellectual, and financial capital because you cannot do anything of value in life without relationship with others; or you can't really do anything with those other three areas unless you have at least a little relational capital in place.



Physical Capital: The amount of time and energy available - The currency is hours and health. As we descend our hierarchy of capitals, physical comes next. Think about it this way: if you are sick, you can't work (financial capital), in the same way that if you have a migraine you can't deliver a lecture or read a book (intellectual capital). No amount of money or ideas can replace the value of being physically present, giving time and attention to people and projects.



Intellectual Capital: One's drive for creativity, ideas, and knowledge - The currency is insight and ideas. This is of a higher value than financial capital because we can't create ideas and be creative simply by spending a lot of money. Intellectual capital comes from something deeper than what money can buy. We can throw all the money in the world at a problem, but it won't get solved until someone brings some intellectual capital to bear, coming up with a creative and workable solution.



Financial Capital: The resources we have to invest - The currency is dollars and cents. Financial capital ranks lowest in our hierarchy. People get into trouble both by over valuing and devaluing it. When we overvalue money and sacrifice all kinds of other capital to obtain it, it never quite fulfills its promise to us. Studies show that as soon as we have enough, getting more money doesn't satisfy like we think. However, when money is invested in others, (instead of ourselves) it does increase one's happiness level. There is nothing inherently wrong with having money or desiring to be in a better state financially - It is the love of money that is the problem. The reality is God's owns everything, he entrusts resources to us and we are called to steward well what's been given.