



Denise Yohn: ([00:03](#))

If you think about the gospel being good news, I always try to listen to people through the lens of what would be good news to them?

Joanna Meyer: ([00:15](#))

You're listening to the Faith and Work Podcast, where we explore what it means to serve God, neighbor, and society through our daily work.

Joanna Meyer: ([00:24](#))

Hi, and welcome to the Faith and Work Podcast. I'm Joanna Meyer, Director of Public Engagement at Denver Institute. And today, we're talking about a topic that I'm guessing that probably all of you wrestled with, what does it look like to have an authentic presence and witness for Christ in the workplace? I think about my own life and many times where I have wanted to feel like I have a vibrant and honest life of faith, but I haven't known how to do that in a way that felt professionally appropriate.

Joanna Meyer: ([00:52](#))

It's easy to think of awkward water cooler conversations where you're trying to inject Jesus's name into the conversation, or I think of other businesses I know where they may choose to express their faith through putting a Jesus fish on their business card, or I know someone else who has an auto dealership where they put a tract in each card that they sell. A wide range of expressions of what it means to be a Christian, but what actually works in very modern life in which we have people who have a wide range of spiritual opinions. How do we have a winsome and an honest life of faith? And at the same time, how do we honor legitimate limitations that might exist in a professional setting? That's our conversation for today.

Joanna Meyer: ([01:32](#))

We'll be talking with Denise Lee Yohn, who's a brand expert, an author, who spends her day in the corporate sector. She also founded and leads the Faith and Work Journey in the San Francisco Bay Area, so she has a unique mix of both ministry and corporate background. She's just the person to share these insights with us. A little bit more about Denise. She's the author of the bestselling book, *What Great Brands Do: The Seven Brand-Building Principles That Separate the Best From the Rest*, and her most recent book is *Fusion: How Integrating Brand and Culture Powers the World's Greatest Companies*. She was instrumental in starting the Marketplace Ministry at Harbor Church in the San Diego area and now she leads the Faith and Work Journey in San Francisco. She's contributed to the Gospel Coalition and also writes for the Dupree Center's Center for Leadership.

Joanna Meyer: ([02:23](#))

It's going to be a fascinating conversation. Denise will be joining us as a keynote speaker at Women, Work, and Calling on October 8th, which we'll talk a little bit more about in this conversation. Hi, Denise, welcome to the Faith and Work Podcast.



Denise Yohn: [\(02:37\)](#)

Thank you so much for having me.

Joanna Meyer: [\(02:39\)](#)

I would love to know more about your work as a brand expert. It seems like a truly unique job. How did you get into the field and what do you actually do in that role?

Denise Yohn: [\(02:49\)](#)

What do you do? Well, how I got into the role is I've always loved brands. In fact, I recently came across a paper that I wrote in high school about the Nike brand. This is going to age me a little bit, but I was in that age when growing up when Nike was becoming a really popular brand, and I was just fascinated by how people would wear clothes with their logo on it. It was just part of the zeitgeist. Then I went to school and I got a degree in psychology with a double major with political science, but the psychology part was really about trying to understand how people make decisions, and I was particularly fascinated with how brands impact purchase decision making. So after school, I held a variety of different roles, different marketing roles, and then ended up in my dream job at Sony Electronics heading up their first ever brand office.

Denise Yohn: [\(03:50\)](#)

It was just such a wonderful experience and I eventually decided to take everything that I had learned and had developed in that experience and go out on my own. Right now I am an independent, I guess, person. I primarily do speaking these days where people will hire me to speak at their conferences or annual meetings, speak to their leadership teams about brand leadership, so some of it has to do with traditional brand positioning, customer targeting. It gets more into customer experience. Now, it's really gotten into the alignment of external brand identity and internal organizational culture, so I talk a lot about leadership and purpose and values and employee experience and engagement.

Joanna Meyer: [\(04:46\)](#)

Yeah. I want to hear a little bit more about that because I think the average consumer probably interacts with the front facing, the outward facing aspects of a brand, but you do argue that it has a deeper role in the life of an organization. Could you tell us a little bit more about that? What does a company that has a well integrated brand look like?

Denise Yohn: [\(05:05\)](#)

Yeah. Well, these days, I think that it's really difficult, if not impossible, for a company to think about their and use their brand as an image, a message that they put out in the marketplace without actually operating according to that image or identity that they're putting out there. I think maybe in years past, consumers trusted advertising more and they didn't have a visibility into how organizations operated so you basically, what you knew about your Special K cereal was what you learned in their ads. But these



days, a couple things, one is consumers are much more interested in the companies behind the products and brands that they buy, and they are going to find out very easily and then call you out if you're... the way that you're operating, isn't consistent with the image that you're portraying.

Denise Yohn: [\(06:06\)](#)

Also, while this has been heightened in recent years because of the workforce trends coming out of the pandemic, in general, employees have really risen an importance for organizations to consider as a critical part of the experience they're creating for their customers and employees aren't going to stand for you saying that you're one thing, but then treating them a different way internally within their organization as well. So in order to have an authentic and valuable and trusted brand today, you really do need to have that integration and alignment of what you say on the outside and what you do on the inside.

Joanna Meyer: [\(06:54\)](#)

It's so fascinating. And I think about that. I'm starting to pay more attention to the inner life of the companies that I am interested in purchasing products from. One thing that just fascinates me is that in the midst of building this impressive career, you've also led ministries that are focused on faith and work. What does that look like in your professional life? We'll talk a little bit about your work in faith and work circles in a second, but like, what has it looked like to integrate your faith into your work as a brand expert?

Denise Yohn: [\(07:24\)](#)

Well, I would say for the first, what, maybe 15 plus years of my career, there really wasn't any integration. I mean, I became a Christian around the same time that I started my professional career, so the two passions, faith and work, have always been very present for me and very somehow tied to each other because I was developing in both at the same time, but I didn't really have a lot of instruction or information or insights about how do these two things relate to each other? So over time, I really started to study a lot about leadership and about integrity and ethics and that led me to understanding what the Bible... or looking into, and then understanding what the Bible says about work and how we are to do our work and why we're to do our work.

Denise Yohn: [\(08:18\)](#)

I think over time, I've tried to embody those principles in my professional work. And actually, this concept of internal and external alignment and integration is in some way an expression of the integrity that I expect myself to... I hold myself to and I expect business leaders and I expect companies and want to see companies hold themselves to. My faith and the perspective that I have on work because of my faith has definitely shaped the way I think about business and the way I think about brand building and the way I think about customer experience, et cetera, but it's probably, I think, been just as influential in the relationships and the personal connections that I have with people. Whereas, in the last 10, 15 years, I think I've become more comfortable with not only identifying as a Christian to people who I work with,



but also in some select relationships where I really feel a sense of trust and camaraderie really sharing with some folks in my business circles who are not believers, but who maybe would consider themselves to be very spiritual or somehow oriented towards faith.

Denise Yohn: ([09:52](#))

We have a lot of really great conversations about faith and ultimately about now what I'm doing in the faith and workspace with the ministry I'm running. I think it's been a slow evolution of first understanding what does my faith have to do with this field of work that I'm in and then helping shape the kinds of relationships and conversations I have with people. But I should be clear, it's not like I'm out there in the business world always talking about my faith. In fact, I bet if you asked most of the people who know me in my business, in the business world, they wouldn't know that about me. But what I loved... And this is the last thing I'll just share.

Denise Yohn: ([10:35](#))

I remember a few years ago I was speaking in an organization and I came off the stage and people will come up and start talking to me about what I shared and what they loved about it. It was a talk about customer experience, and some guy came up to me and said, "Are you a Christian?" and I was like, "I am." He said, "There was just something about the way that you carried yourself and the way that you talked about customer experience that I just suspected that you were," and he said, "I am as well," and it was just this wonderful moment of, "Oh, wow. Maybe this does come through in some way even without me intentionally wanting it to or thinking about it."

Joanna Meyer: ([11:21](#))

Yeah. I think you raise an ongoing question that various Christians feel. There can be a real tension between how we express our faith without being cheesy or inappropriate and genuinely being open about our relationship with God. Why do you think so many Christians feel conflicted about identifying as Christians in the workplace?

Denise Yohn: ([11:41](#))

Yeah. Well, I think we perceive, and in many cases, the perception is reality, a lot of hostility towards Christians and Christianity in general culture. I live and work in the San Francisco Bay Area and there is probably no area in the US that is less friendly or even, I would say, more hostile to the Christian faith than here. A couple years ago there was this great comedy series on HBO called... Oh gosh, I'm totally blank on what the name was called. Anyway, it was this parody about this startup company in Silicon Valley, oh, Silicon Valley, and the founder or leader, quote unquote, accidentally outed one of his coworkers for being a Christian. He made some comment about how the guy went to church or something like that, and he was quickly reprimanded by his chief of staff saying that in Silicon Valley you can be anything, but you cannot be a Christian here because I think people make judgements about your tolerance level, your politics, your motives.



Denise Yohn: ([13:02](#))

And like I said, I think in many ways it's real, but then I think Christians also maybe make those perceptions even bigger than they might be. So I think there's a real sense that if people knew what I truly believed, they would not respect me or they would not like me.

Joanna Meyer: ([13:25](#))

How do you think scripture speaks to that tension?

Denise Yohn: ([13:29](#))

There's so much in Jesus' teaching about truly caring for other people and having a posture of humility and service and integrity in that, so you're not just going through the motions, but you're actually trying to minister to the people around you. And I think that you can only do that if you not only accept, but you embrace the fact that being a Christian actually makes you a great coworker, makes you a great servant leader, makes you a great professional. I think so while we may feel like the culture around us is not accepting of us, I think the call of Christ is that we are here to serve these people and not... In some ways, not that it doesn't matter what they think about us, but that we shouldn't allow those perceptions to be the driving or deciding factor about how we show up.

Joanna Meyer: ([14:48](#))

Yeah. I was thinking as well about some of the Old Testament teachings, especially during the Babylonian captivity, of books like Daniel, Nehemiah, Jeremiah, Lamentations. We see the lives of folks like Daniel and Nehemiah, Shadrach, Meshach, and Abednego. Many of whom were working a civil servant, not... Well, yeah, almost all of them were. They were having to live in a government role that was hostile to their worldview and to their faith systems and their wonderful models in a very practical sense of faith at work, even if we don't always identify them as such.

Denise Yohn: ([15:23](#))

Yeah. I love the story of Joseph who he was left for dead by his brothers, sold into slavery, wrongly accused of all these. And yet, he continued to do his work with excellence, so much so that he caught the eye of Pharaoh and won the respect of Pharaoh. Again, I think that there is this sense that we can't let what the world thinks of us define how we show up or drive how we show up. It needs to come from our relationship with the Lord and our identity in him.

Joanna Meyer: ([16:02](#))

Yeah. So many examples in scripture, but often because we've been taught the stories of these people's lives as viable stories, we may not see them as working stories as well. There's so much that we can bring to scripture with the fresh eyes of looking through the lens of work. So in some of your writing, you have argued that it's important for Christians to openly identify as believers in the workplace for a couple of reasons. I want to ask you to elaborate on them. The first was that we can't really bring our whole selves



to work without it, and it can be really, truly a blessing for both a Christian and a coworker when we live authentically. Tell us a little bit more about those two reasons.

Denise Yohn: ([16:44](#))

Yeah. I think that sometimes as Christians when we are fearful about what impression we're going to make if we, quote unquote, come out of the closet as a Christian in the workplace, we think that if we hide our faith, we're going to be more likable, but I found, actually, generally speaking, the exact opposite to be true. I found that people really want to know who you are. They want you to be authentic. They want you to bring your whole self to work and your whole self to the relationship. And I think that sometimes when they find out that you haven't done that there can be a real loss of trust and a sense of this person maybe doesn't have the integrity or this person wasn't the person I thought who they were.

Denise Yohn: ([17:38](#))

while I think you need to be careful about how you identify as a Christian, I think people would rather know what you truly believe than for you to have... put up a barrier to really getting to know you. That's how I would address the first point. Then the second is that I think... I always talk about when you live your authentic self at work, you are a blessing to God, you're a blessing to your coworkers, and you receive a blessing yourself. And what I mean by this is when we live and work the way that God created us to, we are honoring him. We're bringing glory to him. We are celebrating him and so being authentic at work is a way that we bless the Lord.

Denise Yohn: ([18:33](#))

We also can bless our coworkers because if you think about a lot of the stress and the strain and the fears and the loneliness that people experience in the workplace comes from the fact that they are searching for meaning and searching for purpose and questioning their identity and wanting to know, where do I get hope? Where do I get healing? Where do I get joy? And as Christians, we have the answers to that. We have the best news. I mean, that's why the gospel is good news. We have the best news about how they can, I think, experience at least some of the peace that they're looking for. Rather than holding that back or commiserating with them and not really offering any solution or a different perspective, I think we can really be a blessing to folks if we share about the joy and the meaning and the power that we experience because of our faith.

Denise Yohn: ([19:47](#))

Then the last point is that we experience a tremendous blessing when we are authentic in the sense that I think frankly, most of us, or at least... Let me just personalize and say for me, I think in the times when I have hesitated with telling someone I'm a Christian or coming out of the closet, I think it's because I'm actually worshiping this idol of respect and approval of this other person and I'm putting that above the value and love that God has for me. I'm making this person and the respect I'm expecting from this person or want from this person a greater god than the God of the universe himself. I think that when we



can be released from that idolatry, when we can like have the freedom to be who we are and to not be so plugged into what other people think of ourselves, it is truly a blessing. At least for me, I have experienced so much joy and almost relief at just putting myself out there and trusting that doing so is the right thing to do.

Joanna Meyer: ([21:13](#))

I appreciate the point you made about idolizing a reputation. And before we move on, I just want to take a pause and ask our listeners to think of the specific person or people whose opinion of you matters the most, and how have you let the way to think about you and your reputation have a hold on you. Just take a second and think about that.

Joanna Meyer: ([21:37](#))

I'd like to transition into some practical concepts. As I think about how do you actually live your faith authentically in the workplace, one quote comes to mind. It's often attributed to Francis of Assisi, and I actually don't know if Francis said it, but people will probably recognize this. You're laughing because I think you know what I'm going to say. It's, "Preach the gospel at all times. Use words if necessary." And while I do think there's some truth to that, like our lives should speak and every forever being should express the Lord's Lordship in our lives, I think there are some limitations to this idea that our actions speak loudly enough. How would you respond to that quote?

Denise Yohn: ([22:23](#))

Yeah, I agree. And I would also say that I'm guilty of using that sentiment as a defense or as an excuse for not saying something when I feel like there's an opportunity there, but I think that's really the key is there are so many like small little turning points or little opportunities that arise in our daily work when we are given the opportunity to say something about our faith. I feel like there's the little cartoon of the little angel on one shoulder and the little devil on the other shoulder and the angel saying, "Say something, say something," and the devil is saying, "Oh, you better not. Don't go there," and I think that we need to just let that angel speak to us and just say something.

Denise Yohn: ([23:13](#))

I think sometimes we make such a big deal out of little comments that we can make that invite people into conversations. Sometimes people will respond positively. Sometimes people will respond negatively. Sometimes people won't respond at all, but I think that we just need to step into those opportunities, so I don't think there's any real like magic to how you do that. You just need to be looking for those opportunities and then stepping into them.

Joanna Meyer: ([23:45](#))

Yeah. I think some of the richest spiritual conversations I've had in the workplace were when I was on a corporate consulting project. We were on the road for three months, every week working on that project and I got to watch my boss, who was a believer, interacting with all of the other consultants who were



there to install software. And we spent numerous evenings together having dinner after the day wrapped up and it was a very organic, natural place to have conversations about faith, but it wasn't contrived either. It was just talking about life and sharing our experiences and wisdom and that felt very organic. I'm wondering what it has looked like, like how do you actually talk about your faith in the corporate sector?

Denise Yohn: [\(24:27\)](#)

Well, I actually have the benefit of doing a lot of interviews like this where, as a speaker, people will have me on their podcasts or they'll want to interview me for articles. Oftentimes, they'll want to hear some of my personal story, and I'll take them through my career journey, but sometimes the question will come up, what is your motivation or what was it like growing up as a woman and as an Asian woman in the Midwest, and that opens the door for you just to say, "Well, as a person of faith," and then just answer the question or explain something. Then if the person, if the interviewer or the person I'm speaking to wants to go deeper, then I'll share more, but I think just even identifying, saying, "Hey, I'm a person of faith," that is very effective.

Denise Yohn: [\(25:20\)](#)

I also try to tell people when I want to pray for them. A lot of times people will share if something's going on with their family member or they're struggling with something or something happened and I'll just say, "If it's okay with you, I want to add that to my prayer list," or even like in these days when people are struggling a lot, people are getting COVID these days, and I'll just say, "I'm going to pray for healing and health for you." It's a way to, I think very naturally and organically, as you said, just weave that into a conversation, but I think I often take my cues from the person I'm talking to about how deep they want to go and really what they want to learn from me.

Joanna Meyer: [\(26:19\)](#)

Have you ever made any missteps and learn from them?

Denise Yohn: [\(26:23\)](#)

I don't know about a misstep, but I remember distinctly having a conversation like the one I'm describing to you with a friend. Actually, it was more just like we were talking. He is a colleague who's in a very similar position to me and so we often will share advice or tips or, "Have you talked to this person? Do you know about that?" Whatever, and somehow my faith came up. Immediately, he thought that I was going to proselytize him. And regardless of what I said, he just was like, "Yeah. Nope. Don't want to talk about that." It was very closed and I was trying to explain to him that being a Christian to me isn't only about evangelism, but it's really about serving the people I work with and doing great work.

Denise Yohn: [\(27:19\)](#)

I said, "This is why I like talking to you because we're always encouraging each other and trying to figure out how we can do our jobs better and I see that as part of what I'm called to do as a Christian." I'm



explaining it to him, and he couldn't hear that. All he could hear was, "Denise is a Christian," and I guess maybe from his experiences that I was trying to evangelize him. I just, at that point, just pivoted to a totally different conversation because it was like, "Okay, this is not going to go anywhere." I really feel badly about that because I feel like it's now a little awkward whenever I talk to him and I really didn't want it to be that way, but I don't know if there's anything I would've done differently or anything I can do now.

Joanna Meyer: ([28:15](#))

Yeah. And you just don't know what could be triggering for a person, but what you're describing doesn't sound like it had to be overly sensitive.

Jeff Hoffmeyer: ([28:25](#))

Hi. I'm Jeff Hoffmeyer, Vice President of Advancement here at Denver Institute for Faith and Work, and I'd like to invite you to become a part of our new monthly partner community. Whether it's a monthly commitment of \$25, \$50 or any amount, your generosity will support Denver Institute's ongoing efforts to help men and women love God, their neighbors, and society through their daily work, including this podcast. To say thank you as a monthly partner, you will receive a welcome box. You'll have exclusive access to private digital content, personalized vocational coaching, and discounts for Denver Institute content and experiences. To become a monthly partner, simply visit Denverinstitute.org/give or see the show notes in today's episode. Thank you in advance for your generosity.

Joanna Meyer: ([29:17](#))

I've learned to be a good question asker. I think that's my biggest tool. It helps that I'm super curious, which is probably why I'm hosting the podcast, but it's such a tool. A tool that I had been taught a metaphor was thinking of relationships as a scale, varying degrees to which people are close to are far from a relationship with God and realizing that every person's on a spiritual journey in one way or the other. In my head, I might think being a witness for Christ means being up real close to a conversation about Jesus with people and realizing that really there are many, many steps along the way and then I can engage people in all kinds of degrees of things that have conversations about values or soul or spirit or discouragement, lots of things along that scale, that are all part of the process of having spiritual conversations with people. That's taken the pressure off for me a little bit and helped me gauge where a person's at before I press too hard in talking about Christ.

Denise Yohn: ([30:19](#))

Yeah, I think that that's great advice. Generally, I follow a principle, instead of trying to be interesting, be interested and I am sincerely interested in wanting to know what other people's faith backgrounds are. In fact that is one thing that I will say when you're asking about how I talk about my faith. Sometimes when I perceive that I could take the conversation in a spiritual direction, I'll just say, "Hey, would you mind telling me about your faith background? What was it like growing up? Did you have any faith? Did you have any spiritual practice?" and I'm sincerely curious. And I think that people like talking about



themselves. So the more questions you can ask, I think the better conversation you can have, so that's great advice, Joanna.

Joanna Meyer: ([31:11](#))

Well, and I love how you framed it, that you asked permission. You didn't want to take them to a place that would make them uncomfortable, but you invited them and you had an open and a gentle spirit in how you inquired about their life. It's a wonderful model to take. I love thinking about you and the unique places that the Lord has put you to have an influence. Do you have any recommendations? Imagine somebody is listening and they're thinking, "Okay, I think I can move forward in this. I can do this with a little bit more intention than I have in the past." Do you have any suggestions of like, if you'd like to be more authentic about living your faith, but it's not something you actively do on a day-to-day basis at work, what would be some small steps that would help our listeners get started?

Denise Yohn: ([32:02](#))

Well, I would start with the internal, again, with you and what's going on with you and your faith and your relationship with the Lord and start there because I think that when you are seeking God's kingdom and seeking his leading in your life, you're just kind of, I think, much more open to then seeing where he's working and having him point you to certain people or certain conversations. I think there's a real need to be very intentional about your own prayer life and your own connection to the Lord on an ongoing basis, but then, kind of like what we were just talking about, listening to people. I mentioned this briefly in passing earlier, but if you think about the gospel being good news, I always try to listen to people through the lens of, what would be good news to them?

Denise Yohn: ([33:14](#))

For example, a friend/colleague of mine several years ago seemed to be like going through a midlife crisis, I guess. She was talking to me about how she had built this successful career and seemed to be very well respected and very well off, but she felt like something was missing and she was really searching for direction. And I was like, "Well, gosh." The good news for her would be just to hear that God created her and that God created her for a specific purpose and that he wants to be in a relationship with her and work in and through her. Through some gentle conversations using some of the techniques we just talked about, I just brought this up to her, but it was me thinking about having that orientation.

Denise Yohn: ([34:06](#))

So again, not just thinking, "Oh, my friend's going through a midlife crisis. Let me go buy her ice cream or something," it was like, "My friend needs good news," so I'm always trying to listen for that. The other thing I would say is doing acts of kindness, not random, but very intentional acts of kindness so that you are getting to know someone on a personal level and investing in a relationship. I mean, as simple as I know one guy who's used to have like a muffin ministry and every Friday he would stop by the bakery on the way to work, buy a muffin, and he would go into his office and just ask the Lord who should he give it to? And he would give it to someone and then they would be able to have just a personal conversation,



and it just led to him developing a reputation of being a really friendly, personable guy, someone you could talk to.

Denise Yohn: ([35:03](#))

People started talking to him about much more meaningful things, so I think sometimes just being present for people, meeting their needs. Then the last thing that I had shared was about offering to pray for them. Praying for them regardless, but then telling them or saying, "I would like to pray for you," and then following up and then saying, "I prayed for you yesterday. I wanted to check in and see how you're doing today." I mean, I think that those are not only great steps to move your relationships and your conversations forward, but, again, I think it really creates an intimacy between you and the Lord.

Joanna Meyer: ([35:45](#))

It's a posture that we adopt. It's an aliveness to the spirits work in our lives. It's sensitivity towards our colleagues. I've heard you, just to sum up, say number of really powerful things. That sense of wrestling with the personal idols that we may have for our reputation and having a deep rootedness in the Lord that we bring into the workplace, the importance of asking good, gentle questions, asking yourself what is the good news for this person, and even, like you said, asking permission before you press in harder and if necessary draw some professional lines, just so someone doesn't feel like it's coercive and then just the daily acts of love and service are a great way to start.

Joanna Meyer: ([36:25](#))

But I'd argue, yes, it's lived and it's also verbalized too. There are times when we're not able to talk about Christ. Such wisdom. I would love to see you in action and follow you around on a daily basis at work. I want to shift gears for a second because you'll be joining us on October 8th at Women, Work and Calling as one of our future speakers. Yay, it's going to be an amazing [crosstalk 00:36:48].

Denise Yohn: ([36:47](#))

I'm so excited. Yes.

Joanna Meyer: ([36:50](#))

For those of our listeners, it's local gathering of hopefully about 300 women here in Denver, Colorado that will be live streamed out around the nation and around the world. So if you're not in Colorado, you can certainly join us that day. You can go to womenworkandcalling.com to learn more about it, but one of the topics we are exploring is the idea of pursuing wholeness, and that's a contrast. Often, I think as I look at working women, one of the pressures they feel relates to what we refer to as work-life balance, and I actually think that's not a rich enough conversation. I think it's much more... Balance is pretty fragile, it's an either or proposition, but wholeness is a much more question of integrating the various responsibilities in our life and stewarding all the different expressions of our calling, but you'll be teaching us a little bit more about that. I want to get a little teaser from you to hear a little bit about what you think pursuing wholeness looks like as a Christian woman from where you sit.



Denise Yohn: [\(37:44\)](#)

Yeah. Well, Joanna, you just said so many powerful things. I'm like, I need to take notes so I know what to say in my talk come October. The two things that I really want to key on that you said. The wholeness concept, if you think about like wholeness... And I have this picture in my head of like an egg or a sphere, and it's like rather than a seesaw of work-life balance. And work is a part of life, so I don't really don't see how those are two opposite ends anyway. But when I see this like holistic... when I get this holistic image of life, I very much get a sense that there needs to be a center of that wholeness, like at the center of the egg, and that center is Christ.

Denise Yohn: [\(38:34\)](#)

And I think that if we can clearly center ourselves around Christ and orient our lives around him, then I think it makes it easier for us to, A, make choices about what is a priority and what isn't, but then also, B, to be okay with sometimes when things do seem out of balance or when there is a really pressing issue at work and you're having to work like 60 plus hours a week or when there's real challenge you have in your family, in your personal life. You're able to say, "Okay, things may seem a little crazy, a little out of control, but I am centered on Christ and he is the thing that I'm focused on and he is my rock. He is the foundation of everything that I do," so I think that this idea of wholeness is very much aligned or driven by a centeredness on Christ.

Denise Yohn: [\(39:35\)](#)

Then you also talked about stewarding and stewardship mentality, and I think that's so important because we do have so many... If you're like me, you're a working woman, you have so many different opportunities, as well as demands on your time, and I think having a sense that God has placed these things before you to be a good steward of them and seeking his wisdom to do that is truly important because you can't... First of all, you do need to steward, so you don't want to do nothing, but you can't do everything either and so understanding that being a good steward in this one area of your life is going to mean that you're going to have to give up or at least give up for now this other area of your life and being okay with that because you are called to steward this first opportunity that you have.

Denise Yohn: [\(40:37\)](#)

I think that really having that mentality of this is not your life, this is not your work, this is not your money, these are actually really not your relationships, but these are gifts the Lord has given to you and how do you respond to those gifts with wisdom and faithfulness?

Joanna Meyer: [\(40:55\)](#)

I can't wait to learn more from you, so thanks for joining us on October 8th. I hope some of our listeners will join us too. Thanks, Denise, just for the example that you set in some very hard places in the San Francisco Bay Area. Thanks for modeling what it looks like to walk with God.



Denise Yohn: ([41:10](#))

Thank you so much, Joanna. I really am looking forward to October.

Joanna Meyer: ([41:19](#))

Hope you gained some practical principles about authentically living your faith at work through Denise's insight. As a reminder, she'll be joining us Saturday, October 8th, that Women, Work, and Calling, which is our annual event. It'll be live here in Denver and live streamed out anywhere in the world. We encourage you to join us, whether that means joining us in person or maybe getting a group of friends and watching the live stream. We'll be hearing from women in a truly unique lineup of women in a wide variety of professional leadership roles from marketing experts and brand leaders like Denise, to corporate executives. we'll be hearing from a lawyer, people working in education. All the sectors that women are involved in public life we'll be hearing from, so it's an amazing opportunity and a different way of looking at Christian womens' role in the world. You can find all that information at womenworkandcalling.com.

Joanna Meyer: ([42:12](#))

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