

THE RCBA TRANSFORMATION FRAMEWORK

Becoming whole by
returning to God's love

PRACTITIONER'S GUIDE



RYAN C. BAILEY
& ASSOCIATES

The Ryan C. Bailey & Associates Transformation Framework

Becoming Whole by Returning to God's Love

For clients engaging in coaching, counseling, and consulting

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What Is the Ryan C. Bailey & Associates Transformation Framework?

The Ryan C. Bailey & Associates Transformation Framework is a biblically-rooted, practical approach for working on growth, challenges, and decision-making across coaching, counseling, and consulting. At its core, the framework is about returning again and again to the foundation of God’s love, as revealed in Jesus Christ and the Gospel, and allowing that reality to shape beliefs, decisions, and actions at every level of life.

This framework is used to help individuals and teams uncover what they truly believe, surface the “gap” between head (knowledge) and heart (core trust), and practice aligning beliefs and choices with God’s truth.

Why God’s Love?

Every aspect of the framework centers on God’s love, because that is where authentic and lasting change always begins and ends. God’s love is not theory or sentiment, but the most reliable reality—a truth continually reinforced by Scripture and the Gospel. The more deeply God’s love moves from concept to conviction in every part of life, the more a person’s values, habits, and relationships can be transformed at the root.

How Does The Framework Work Across Disciplines?

Coaching:

Sessions focus on clarifying practical goals, surfacing the beliefs driving actions, and aligning those beliefs with what God says in Scripture. Coaching uses encouragement, accountability, and practical action steps, always coming back to the foundation of God's unwavering love.

Counseling:

This setting addresses wounds, patterns, and questions at the level of the heart. Together, counselor and client examine the beliefs shaping emotional life and experience, using Scripture and the Gospel as the primary standard for reality, comfort, and hope.

Consulting:

Whether addressing decisions, leadership, or team culture, the framework listens for values and beliefs guiding the group. God's love, as defined by His Word, becomes the lens for wise decisions, healthy relationships, and lasting impact across organizational life.

The CHEW Process: The Central Practice

CHEW—Confess, Hear, Exchange, Walk—is the actionable rhythm at the heart of the framework. It’s not a formula, but a repeatable process for belief renewal and practical change, usable in solo reflection, groups, or guided sessions.

- **Confess:**
State honestly what is happening—struggles, temptations, confusion, or even places where beliefs are strong but incomplete.
- **Hear:**
Bring the situation to the standard of Scripture. What does God’s Word actually say about His love, your identity, and this challenge, beyond what emotion or past experience might suggest?
- **Exchange:**
Lay aside ways of thinking or living that do not line up with God’s truth, and take hold of what God Himself has promised, commanded, or described in the Gospel.
- **Walk:**
Act on what is true—taking a step forward, whether in conversation, a new habit, or a repaired

relationship—with confidence that this action is rooted in God’s revealed love and wisdom.

This process is used throughout coaching, counseling, and consulting, and is designed to become a regular rhythm for clients seeking renewal and alignment with God’s heart.

What's Distinctive About the Framework?

- **Scripture-Centered:**
God's Word is always the standard of truth—not mere sentiment or opinion.
- **Practically Integrated:**
It works across disciplines—coaching, counseling, consulting—by tracing issues back to core beliefs and the “gap” between knowledge and trust.
- **Focused on Core Beliefs:**
The root of most challenges and opportunities aren't just surface behaviors, but the core beliefs and stories people live by. This framework is structured to help surface, examine, and shift those beliefs toward God's reality.
- **Rhythm of Return:**
Progress is measured not by perfection, but by turning again and again to the reality of God's love and the Gospel until it shapes the real, daily experience and choices.



RYAN C. BAILEY
& ASSOCIATES

What Will Sessions Using This Framework Involve?

- You set the agenda—sessions focus on what matters most to you: whether addressing challenges, making decisions, pursuing goals, or wrestling with faith and emotions.
- We will explore how beliefs (about God, yourself, and others) shape your experience, using Scripture as the anchor throughout the process.
- The CHEW process may be practiced in-session and encouraged between meetings, building a sustainable pattern for ongoing growth and alignment with what is true.

“For I am sure that neither death nor life, nor angels nor rulers, nor things present nor things to come... will be able to separate us from the love of God in Christ Jesus our Lord.” (Romans 8:38–39, ESV)

This is not a guarantee of specific outcomes, but an honest presentation of the process by which real transformation takes root: by returning to, and building on, the unshakable love of God and the truth of the Gospel.



If you want further resources about how the framework can apply to your situation, or how to use the CHEW process yourself or with others, please ask for a guide or sample practice. This document is simply about the framework and the path it lays out—where you go, and what you build on it, is your story.