YOUNIQUE

A RUNFREE CERTIFICATION

Become a Certified Younique Coach

Experience Younique yourself, then get certified to turn your church into a **self-sustaining** training center for calling activation.

THREE 2027 COHORTS · DALLAS · MIDWEST · WEST COAST

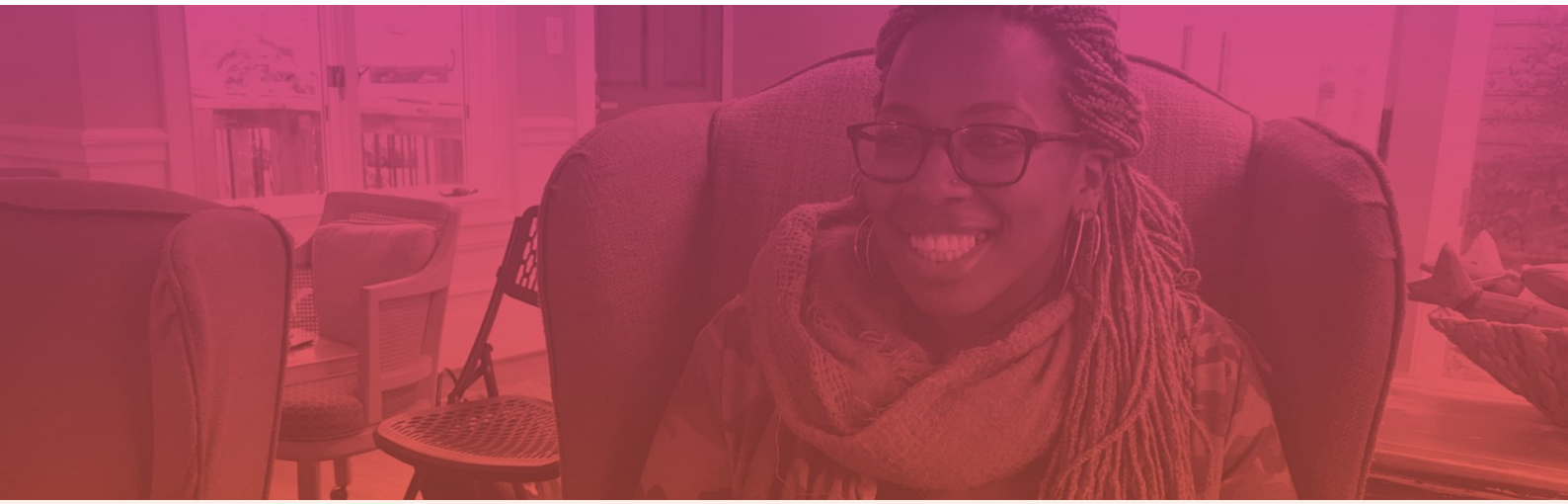
BROUGHT TO YOU BY

RUN FREE .CO

FOR PASTORS

Church energy.

What happens when every person knows their calling and lives it as part of the church's mission, gathered on Sunday and scattered Monday through Saturday, instead of waiting to be recruited into programs.



YOUNIQUE · CALLING BECOMES CLEAR IN COMMUNITY

The real bottleneck is calling.

Most churches still run on recruitment: filling slots and chasing volunteers. But every church vision is fueled by calling, and a clear vision only travels as far as the people carrying it. Fewer than one in five churchgoers can say how their faith connects to their daily work. That isn't because God hasn't called them. It's because no one has helped them put it into words.

THE RESEARCH · BARNA GROUP

Barna studied 1,514 young adults who grew up in church and found five practices that set resilient disciples apart. The one Younique was built for:

Vocational discipleship

"Equipping believers — especially young adults — with a robust theology of work and calling, engaged Christianly in their workplaces."

David Kinnaman and Mark Matlock, Faith for Exiles: 5 Ways for a New Generation to Follow Jesus in Digital Babylon (Baker Books, 2019). Barna Group study of 18–29-year-olds, February 2018.

WHY YOUNIQUE, WHY NOW

The ideas shaping the future church

Most churches capture the creativity of a few volunteers for a few hours a week. Younique unleashes every person's calling every day.

Overprogrammed. Underdiscipled.

Because we've rewritten the Great Commission: "Go into all the world and make more worship attenders, baptizing them in the name of small groups and teaching them to volunteer a few hours a month."

THE FUNCTIONAL GREAT COMMISSION · WILL MANCINI, FUTURE CHURCH

Equip, don't recruit. The church isn't the main arena for ministry. It's the equipping center for the ministry that happens everywhere else.

YOUR GOOD WORK

"If you aim for volunteering, you'll always get burnout. If you aim for special calling, you'll never lack for volunteers."

100,000 hours.

That's the time the average person spends at work. Fewer than 1 in 5 churchgoers can say how their faith connects to it.

WHAT PASTORS ARE SAYING

Church energy, in their words.

"A sleeping giant is slowly awakening as our people understand and live out their personal calling in community. Younique has become central to our discipleship culture."

DAVID L. · FIRST BAPTIST ORLANDO

"It's amazing to watch a room full of people discover their special calling and put it to work almost instantly."

SCOTT K. · COMMUNITY BIBLE CHURCH, SAN ANTONIO

"We needed a catalyst to awaken and activate our people, and the Younique process is delivering beyond what we could imagine."

JAY C. & CRAIG C. · HEARTLAND CHURCH, KANSAS CITY

"Younique, in my experience, is the single greatest opportunity for a church to enable its members to grasp a sense of their God-created potential for today, right where they are."

CHUCK R. · PRESBYTERIAN CHURCH, ATLANTA

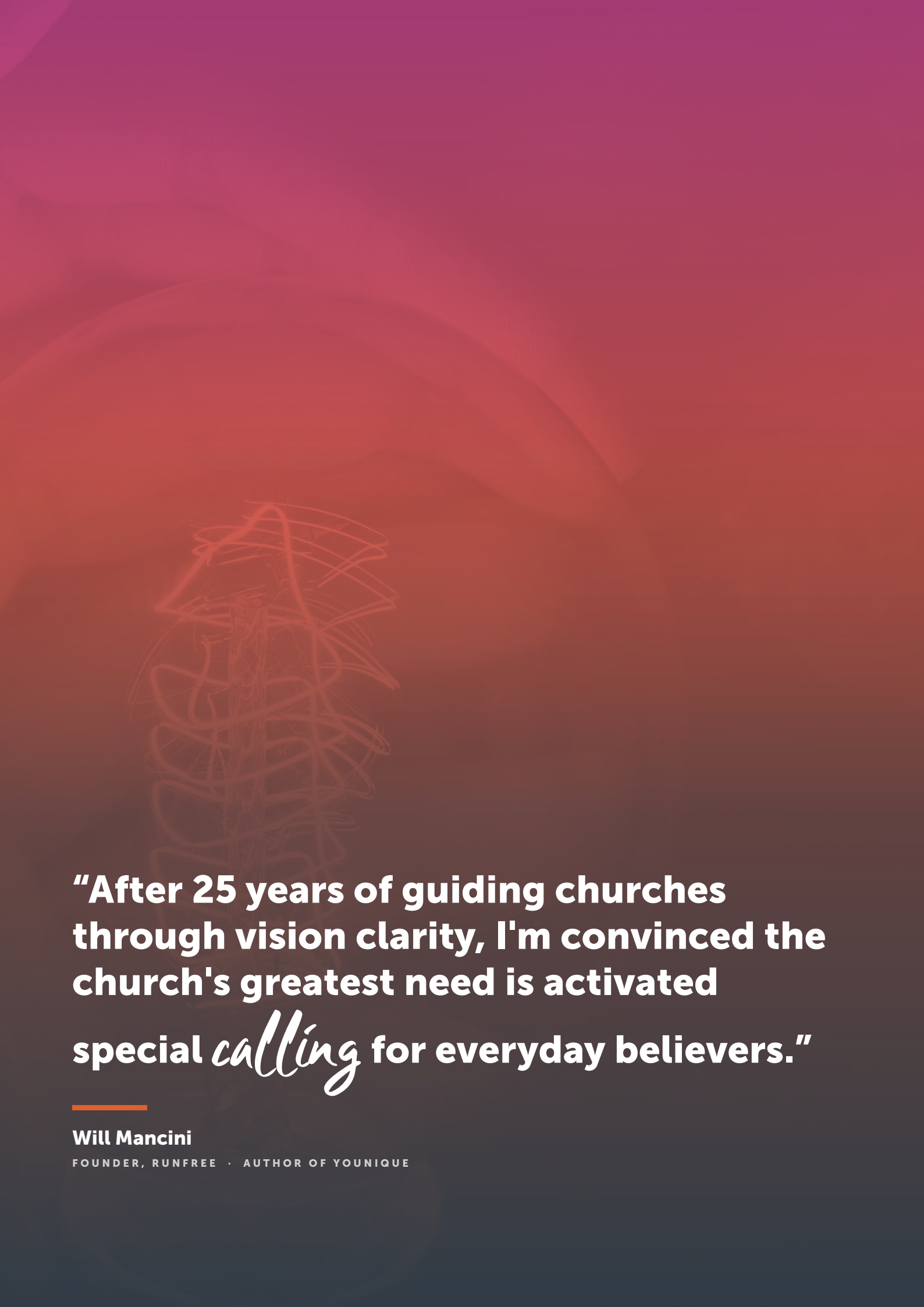
"The Younique experience is now the foundation of our discipleship strategy."

JODY R. · SENIOR PASTOR, MT. BETHEL UMC









“After 25 years of guiding churches through vision clarity, I'm convinced the church's greatest need is activated special *calling* for everyday believers.”

Will Mancini

FOUNDER, RUNFREE · AUTHOR OF YOUNIQUE

WHAT PARTICIPANTS ARE SAYING

Everyone is called.

But few of us can name it.

30,000 people have gone through Younique, and counting.

"I didn't just gain tools. I gained language for the assignment God already placed on my life."

MEGAN T.

"It put words to who God created me to be and what He put me on this earth to do."

JEFF B.

"For nearly 50 years I've been carrying a burden I didn't even know I had. And now I'm free of it... because I named it."

ROBERT S.

"When I'm in my sweet spot, I don't realize I'm driving. It just goes."

DANIEL R.

"I finally know what fulfillment looks like in my retirement."

CATHY M.

"Younique gave me a foundation to live by."

BONNIE H.

Real Younique participants. Some names have been changed for privacy.

WHAT EVERYONE WALKS AWAY WITH

The GoodWork Snapshot

Eight clear statements of who they are and what God prepared them to do, all on one page.

1. **Two Words**
   Their God-given design, captured in two memorable words.

2. **Sweet Spot**
   What only they can do, boiled down from 12 key ideas.

3. **LifeCall**
   Their personal mission in one brief, bold sentence.

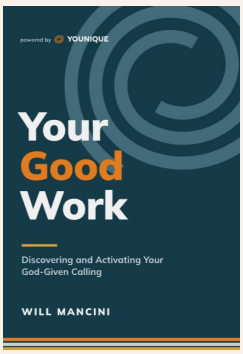
4. **LifeCore**
   Four convictions that reveal character and guide decisions.

5. **Vocational Vision**
   A vivid three-year picture of where their work is heading.

6. **Ultimate Contribution**
   Their best hunch at the impact their whole life will make.

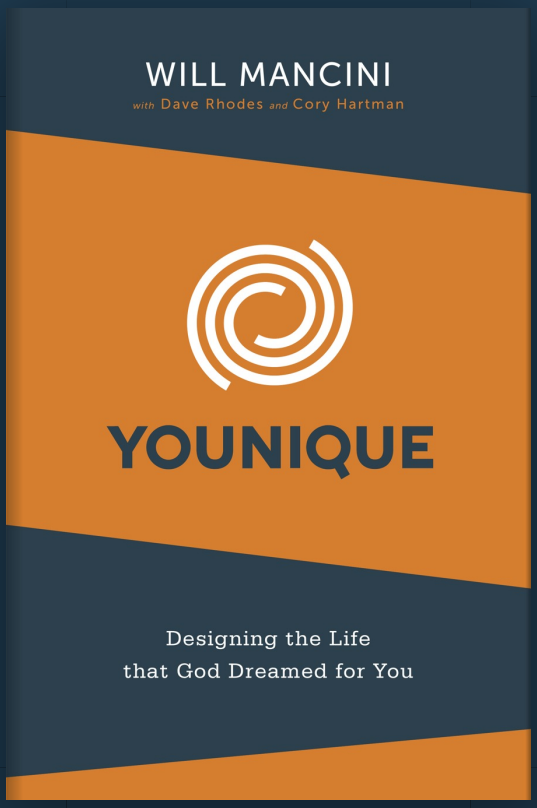
7. **Discipleship Invitation**
   A six-word invitation that flows from their calling.

8. **90-Day Goal**
   A concrete next step to live their calling at work, starting now.



Your Good Work
The Younique companion book: Discovering and Activating Your God-Given Calling.

The Younique Workbook
40 Clarity Canvases, one for each day of the journey.



THE BOOK BEHIND YOUNIQUE

Younique

Designing the Life God Dreamed for You

WILL MANCINI

The definitive guidebook for gospel-centered life design. Unlike typical self-help books that offer disconnected exercises, **Younique** gives a complete pathway: five proven frameworks that work together as signposts on a personal vision adventure.

Its concise chapters, real-life examples and practical tools take readers past inspirational glimpses to actual steps that lead to breakthrough clarity. It offers both the bird's-eye view and the God's-eye view of life design.

> **It holds the full system Younique grows from. For a Certified Younique Coach, it's the deep end.**

"There's a difference between having a feeling of clarity about your life and being able to articulate that clarity in a memorable and meaningful way."

CHAD P.

"As someone who has spent my entire career coaching and developing people for high performance, I think Younique is THE best approach to life design."

ELIZABETH P.

What you'll master

Join **our growing community of Younique coaches**, now with our first scalable platform for calling activation in the church.

01 **EXPERIENCE IT YOURSELF**
Walk the Younique journey in an intensive format and leave with your own GoodWork Snapshot. You can't lead people where you haven't been.

02 **LEAD THE EXPERIENCE**
Guide a group from discovery to declaration to activation, and know how to land the celebration and the commissioning.

03 **FACILITATE BREAKTHROUGH**
Learn tool by tool where people get stuck and how to help them say what God has put in them.

04 **BUILD YOUR TRAINING CENTER**
Start with staff and lay leaders, then open it to the whole church, and train leaders from inside so it keeps running on its own.

What you walk away with

YOU RECEIVE	WHAT IT IS
Certified Younique Coach	Your title and standing to lead Younique.
Portal rights	The Younique online portal, with daily coaching videos, facilitator videos and the tool-by-tool breakthrough guide, to scale Younique across your church.
Your GoodWork Snapshot	Your own eight statements, done in the room.
Workbook and Your Good Work	The two pieces every participant uses.
A launch plan	Your staff-first rollout, mapped before you leave.

WHY THIS MATTERS

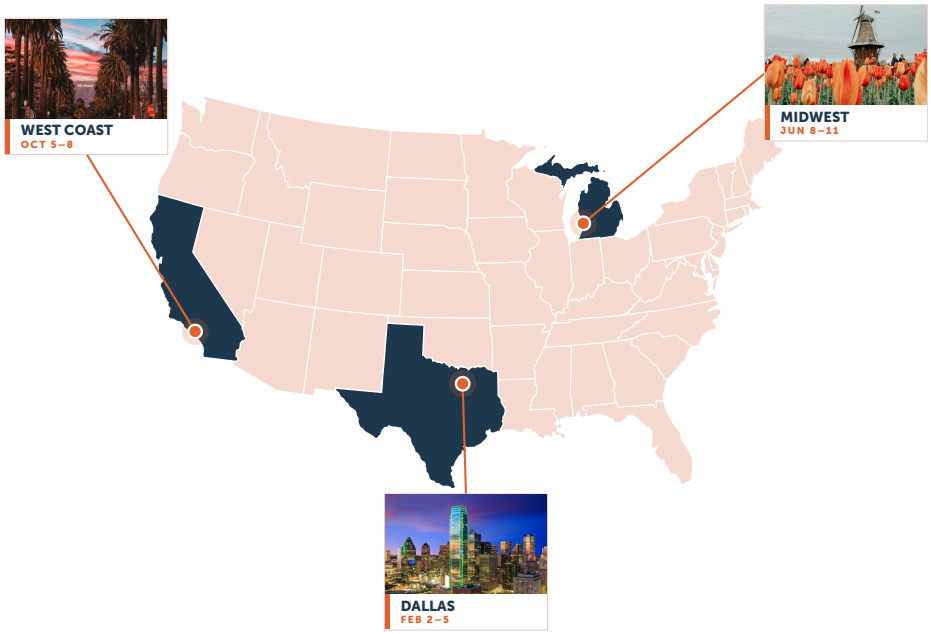
Most curriculum gets used once. A certified coach with portal rights can run Younique again and again, training new leaders each round, until calling activation is simply how your church works. The church stops recruiting volunteers and starts *sending the called.*

TWO CERTIFICATIONS, ONE ROOF

The 2027 schedule

Each Younique cohort runs the same week and in the same city as the Pivvot Vision Framing Certification. Both rooms run at the same time, so choose one, or better yet, bring a teammate and cover both.

ROOM ONE · CLARITY	ROOM TWO · CALLING ACTIVATION
Pivvot Vision Framing	**Younique Certification**



Every cohort: **20 seats** · **1:4 ratio** · **$2,450** ($950 holds your spot). Led by Will Mancini, Brooke Domek and the RunFree team.

2027 COHORTS · 20 SEATS EACH

Reserve your seat

Three cohorts, three regions, limited seats in each. Hold your spot in the Younique room today.

RESERVE MY SEAT

runfree.co/events

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