

# Disciple Nations Alliance

## Change Theory

# DNA's Change Theory

## What 63 interviews tell us about the secrets to DNA impact

Steve Patty, Ph.D.  
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In 2025, a team of researchers joined the DNA's leadership team to interview 63 Kingdomizers from every global region DNA touches. In addition to illuminating the impact of DNA in their lives, organizations, and communities, the interview data revealed the reasons why DNA is so powerful to effect change in people.

These are 18 principles about what makes DNA have such impact on the lives of people:

### 1. Comprehensive Life Integration – Everything is Sacred

DNA's effectiveness stems from its ability to integrate faith with all aspects of life rather than compartmentalizing spirituality. This comprehensive approach addresses the deep human need for wholeness in a fragmented world, providing a unified framework that makes sense of all life experiences and decisions.

*I think the understanding that the Bible is holistic in the sense that it impacts all of life, not just our spiritual life, but all of life. I think that is a big game changer.*

*When I realized that God is involved with everything, we live before the face of God, then it fits very much within the African framework, because the African framework says God is involved in everything.*

*God does care about not just whether you smoke, drink, or have premarital sex; he actually cares about what you do for work, what you watch, the conversation you have with your neighbor, and the huge, often untapped potential people have in their lives.*

## 2. Biblical Foundation and Scriptural Authority

DNA's effectiveness stems from its solid grounding in Scripture, which provides unshakeable authority and credibility across diverse cultural contexts. People say that the transformative power of DNA comes from God's Word itself, not human wisdom or philosophy.

*When everything taught was Bible based, that arrested my attention and thoughts. The biblical roots and evidence, it's like people come to light and understand that this is the way. This is light for them.*

## 3. Practical Bridge Between Worldview and Daily Application

DNA provides concrete connections between biblical principles and everyday decisions, making abstract worldview concepts immediately actionable and relevant. This bridges the gap between theory and practice that many people struggle with in their spiritual lives.

*The principles of development ethic, this whole idea of the bridge between our worldview and everyday life. Those are some of the significant ideas that have been foundational for everything that we have been trying to do these last few years.*

*It gave me the reason why we were doing what we were doing. It brought those two things together, the holiness and the practice. Holiness was more than just a doctrine and a theory. It was to be lived out and practiced on a daily basis.*

## 4. The "No Neutrality" Principle and Framework for Thinking

DNA's effectiveness stems significantly from its foundational teaching that nothing is neutral—everything aligns either with God's truth or worldly patterns. This provides a clear analytical framework that helps people systematically evaluate every aspect of life, culture, and belief systems.

*DNA triggered in me the understanding that there is no neutral position. And in life, things will be aligned according to God's word, or they will be aligned according to the world's pattern that is away from God's counsel.*

*DNA gave me a framework, or a coat hanger, if you gave me a way to see it, to frame what I was experiencing, what I was wrestling with, giving me a coat hanger to hang these on.*

## 5. Transcendent Truth that Makes Sense in All Cultures and Contexts

DNA's grounding in biblical and transcendent truth provides principles that function reliably across different cultures, situations, and spheres of life because they align with God's design for reality. This universal applicability, while maintaining cultural relevance, creates broad appeal and effectiveness throughout the global context.

*What I found about truth is that truth works. It works. I can teach anybody, even those who are into governance because the principles are kind of the same. Then they just go to the specific applications which are unique to their discipline, but the principles are the same.*

*You see, aerodynamic engineers, once they understood aerodynamics, they can make a plane which is 400 tons heavy, and it will fly over the Atlantic because they understood the principle and obeyed the principle. [The truths of DNA] are truths are true for everybody.*

*The approach of this material is really wonderful. I've seen God using this material to transform people. When we teach the Muslims, they are not offended because they see the truth.*

## 6. Addressing Root Worldview Issues Rather Than Symptoms

DNA's effectiveness comes from diagnosing and addressing fundamental worldview problems rather than surface-level issues. This approach gets to the heart of why people think and behave as they do, creating lasting transformation rather than temporary behavioral modification.

*We also understood the link between behavior and beliefs. So, this was very eye-opening for us. So, if we want to change the behavior of people, we need to change their beliefs.*

*When looking also to the ABC of culture, from my background, from myself, I found where I was really being held back.*

## 7. Transformational "Aha" Moments

DNA creates breakthrough moments of understanding that fundamentally reframe how people see their purpose and calling, providing clarity that was previously missing. These moments create lasting commitment and motivation for continued growth.

*It was a clarifying moment for me, seeing things through a different lens that just—it just all made sense. It was a clarifying moment for me.*

*The most significant one was when I first had my first aha moment, because when I had my first moment of realizing that the gospel was about everything in life. So, it made sense to me that all of life is for God, for His glory.*

## 8. Personal Identity and Dignity Restoration

DNA's focus on identity as image-bearers of God creates a profound impact because it addresses fundamental human needs for worth, purpose, and dignity. This is particularly powerful in contexts of poverty, oppression, or marginalization, providing a foundation for all other areas of transformation.

*I think part of it is identity. Who am I? Our African culture often views individuals as victims of higher powers... rather than recognizing that I'm made in God's image and that God has a plan for my life.*

*Everybody is created in the image of God. Everybody is created for a purpose. Everybody has the potential to achieve that purpose. All of us have to be contributors to the nation.*

## 9. Simple but Profound Core Concepts

DNA's effectiveness comes from its ability to communicate complex truths through simple, memorable concepts that serve as entry points to deeper understanding and application. This makes the content accessible while maintaining depth.

*Just an understanding about the Kingdom of God, and a very simple premise. The Kingdom of God is where the will of God is being done. It was simple but profound for me, kind of an entryway into a lot of the things that DNA was teaching.*

## 10. Multiple Learning Pathways

DNA's impact comes from having developed educational resources across multiple formats and languages that serve different learning styles and cultural contexts. This creative and comprehensive approach ensures accessibility across diverse audiences.

*DNA also, the daily teachings are really developed into several ways, scripts and books, the trainings and also the videos. Every English language learner would have access for free and also be very active on the social media platforms.*

## 11. Interactive Learning Methods

Rather than just delivering information, DNA uses interactive approaches that engage participants in discovery and application. This methodology creates a deeper understanding and commitment than lecture-based teaching.

*We don't come in with solutions, we come in with questions, and people interact with scriptures and find answers from the Bible.*

## 12. Worldview Change as a Journey

DNA's effectiveness comes from its recognition that worldview change is a journey, not an instant event. This process-oriented approach allows for deep, sustainable transformation rather than superficial behavioral changes.

*The concepts of worldview transformation are a very foundational base for the next layer of learning. If your worldview has been transformed, then the doing [action] of that individual will be transformational as well.*

*In my experience, I think I can say that the Lord gives us an individual pathway towards individual development. I saw that in myself, in my wife, in everybody, because the Lord has tailored some kind of a pathway for each one of us. In my case, all these things that I encountered earlier, like the concepts that I encountered in DNA, have become more like an earlier foundation for the next layer of insights, and you might call it revelation, towards wholeness and becoming conformed to the Lord's image.*

## 13. Challenging Existing Paradigms

The effectiveness of DNA lies in its ability to create profound paradigm shifts by challenging people to examine and question their most basic assumptions. The learning process itself is transformative because it requires active participation in deconstructing old thinking patterns and constructing new ones.

*You're training them how to think, and that level of thinking is not practiced by many. That's what I discovered as I began to use DNA. Is it life-changing? Absolutely.*

*I think, honestly, the number one impact it's had on me is teaching me how self-centered my thinking can be. And that's where I catch myself most often.*

## 14. Practical Life Application Over Inert Theory

DNA's effectiveness stems from its emphasis on practical life principles rather than abstract theological concepts. The content is designed to be lived out rather than simply studied, creating concrete changes in daily behavior and decision-making.

*For me, I see it this way—it is not theory, but rather life principles. In the end, everything that is a biblical worldview for me. It has to become a lifestyle.*

*I consider myself a more practical person in the sense of being able to teach about various concepts. I'm more about explaining concepts, explaining areas of life, explaining topics.*

## 15. Relational and Personal

DNA's effectiveness is enhanced by its emphasis on personal relationships and life-on-life discipleship rather than purely academic or program-based approaches. This relational foundation creates trust and accountability that enhances the transformation process.

*Rather than big teachings or big lessons or huge biblical worldviews, I really enjoy walking with people. We share with each other deepest problems, not just smiling at problems, issues, and challenges.*

*It's really this journey of life-on-life discipleship. It's really been meeting individuals. Small groups have been really the way that we can walk closely.*

## 16. Quality of Facilitators

The personal character and relational approach of DNA leaders creates a significant impact through authentic relationships and modeling rather than just information transfer.

*From my point of view, DNA is secondary, because I was first impacted by Darrow's life, and not just his life, but how he treats others, and how he inspired me. He shows me how a great, wise man of God can become so humble.*

*The qualification for training was not being articulate but being a practitioner, by their stories. When he told you what he got done just last week or the last month and how he's applying this, he just gripped you completely.*

## 17. Movement Identity Rather Than a Focus on DNA

DNA's impact is enhanced by its identity as a movement rather than an organization, allowing for flexible and culturally adapted expressions while maintaining its core principles. This creates ownership and empowerment rather than dependency. It also allows people to customize and contextualize the ideas and make them their own, fitting their own context, culture, and professions.

*DNA is not an organization. It's a movement. And I know I'm part of the movement because I go alongside the concept ideas.*

*The beauty I like about the movement with DNA is God is working in everybody. We all can't be the same size. He will work with others in another way.*

## 18. Sustainable Foundation for Long-term Transformation

DNA's impact stems from providing truth-based foundations that create lasting change rather than temporary programs, addressing root causes rather than symptoms. This creates a transformation that continues multiplying across generations.

*It's the only possibility for sustainable transformation, because you can bring transformation in many other ways, secular ways. But the only way to bring sustainable transformation is God's truth.*

*What has given me peace in my life in ministry is this whole strong, firm foundation—God's truth.*