

Influential Women Spotlights Dee Patience: Empowering Christian Founders Through Faith, Clarity, And Grounded Growth

AUSTIN, TX, UNITED STATES, September 16, 2026 /EINPresswire.com/ -- Founder of the Founded on Faith System™ Combines Decades of Operational Experience With Faith-Based Business Strategy to Help Women Make Clearer Decisions, Build Stronger Offers, and Grow With Purpose

Austin, Texas – Dee Patience is helping Christian women founders approach business through a different lens—one grounded in faith, clarity, practical strategy, and purposeful action. As the creator of the Founded on Faith System™ and the Faith & Focus Journals, Dee equips women to make clearer decisions, sharpen what they sell, and tell better stories without building their businesses from fear, pressure, or constant overthinking.



The Founded on Faith System™ brings faith and practical business strategy together through three core areas: making decisions with God, building clear offers and messaging, and using stories to communicate with greater clarity and purpose. The system reflects Dee's belief that business growth does not have to come at the expense of peace, integrity, or faith.

Dee built these frameworks from decades of experience making complex decisions inside high-stakes operating environments. Her professional journey began at Apple, where she worked in global projects and operations in an organization led by Tim Cook. She later grew a real estate investment brokerage within Gary Keller's organization before leading operations for the State of Texas Housing Trust Fund and its multimillion-dollar housing programs.

Her experience also extends into entrepreneurship, technology, commerce, and community

leadership. In 2013, while working with the Greater Austin Black Chamber, Dee organized an SXSW diversity casting initiative that connected overlooked founders with the Shark Tank casting team. Her later work expanded into Amazon, TikTok Shop, creator commerce, and brand growth, giving her firsthand experience with the changing landscape of modern business.

In late 2025, Dee built a brand-growth agency before making an unusual decision. By June 2026, she had stopped charging for her business education and began teaching her systems for free. Her decision reflects a broader commitment to making practical business knowledge accessible to women who want to build meaningful companies without feeling pressured to follow every trend.

Her work was recognized by Influential Women in 2026.

At the center of Dee's philosophy is the idea that clarity can come from taking the next right step rather than waiting until every answer is known. Her frameworks include the Faith-Led Decision Path, TGIFF, the FOCUS Framework™—Find One Clear Useful Step—the Six Second Pitch™, and Grounded Growth™, her 6P system for developing clear positioning, offers, and messaging.

Dee's message is particularly relevant as entrepreneurs navigate an increasingly fast-moving business environment shaped by artificial intelligence, social commerce, and constant digital competition. She believes AI can help women become clearer and move faster, but only when it supports their authentic voice rather than replacing it.

Beyond her work with founders, Dee is also the founder of Faith Focus Haven, a separate youth initiative creating books, activities, and workshops for girls and teens. The initiative focuses on identity, friendship, courage, confidence, and creative problem solving.

Faith Focus Haven includes Tina & Tilly™, Petty Powers™, and Workplace Foolishness™. Tina & Tilly is a three-book series beginning with New Beginnings, followed by Friendships and Purpose & Clarity. New Beginnings is planned for 2027.

The initiative is deeply meaningful to Dee, who experienced anxiety during her own middle-school years and wanted to create practical and engaging tools that could help girls navigate challenges with greater confidence and connection. Through storytelling and creative activities, Faith Focus Haven aims to give young people tools that can support them as they develop their identities and learn to navigate relationships and difficult situations.

Dee's commitment to generosity also extends into philanthropy. Income from her books helps contribute to the Founded on Faith Fund, created with the goal of giving \$1 million to Christian causes. She is also a Legacy Circle Member of The Black Fund of Central Texas, where her recurring giving supports Black philanthropy and grantmaking in Central Texas.

Throughout her career, Dee has remained guided by faith, obedience, integrity, clarity,

generosity, and stewardship. She attributes her success to faith, obedience, and learning how to move before she feels fully ready. Rather than believing that clarity requires having every answer first, she has learned to trust God with the next step and then take action with wisdom and integrity.

Her advice to young women entering business reflects that same philosophy. Dee encourages women to build from truth rather than performance. They do not need a fake persona, a perfect plan, or a loud online image to make an impact. Instead, she encourages them to learn the tools, use AI wisely, tell the truth, serve people well, and allow their work to demonstrate their value.

For Dee, staying close to the work is equally important. She believes real insight comes from doing, listening, testing, and serving people well—not simply discussing strategy from a distance.

As founders face pressure to move faster, copy trends, and sound like everyone else, Dee sees an opportunity to return to fundamentals: faith, clear thinking, authentic communication, and meaningful service. Through the Founded on Faith System™, her journals, educational work, and philanthropic initiatives, she continues to create tools designed to help women build with greater confidence and peace.

With a background spanning global operations, real estate, government housing programs, technology, commerce, entrepreneurship, and community leadership, Dee Patience brings a distinctive perspective to faith-based entrepreneurship. Her work demonstrates that business strategy and faith can work together—and that sustainable growth can begin with something as simple as finding one clear, useful step.

Learn More about Dee Patience:

Through her Influential Women profile, <https://influentialwomen.com/connect/dee-patience> or through her website, <https://deepatience.com/>

Influential Women

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Influential Women
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