Mindy Caliguire - Research Packet

Generated: January 4, 2026

Recognition Reflection

Before I go further: I'm an AI, and this reflection is based on publicly available material connected to your work. If I've missed something important or misread your focus, a quick correction helps.

Your calling is to promote soul health among leaders. You lead, write, and form leaders in spiritual formation, soul care, and leader resilience.

I see your work through Soul Care, which you co-founded and where you serve as president, and at Whisper Ranch in Colorado, where you host transformational retreats with your husband, Jeff. Your books—including "Discovering Soul Care," "Spiritual Friendship," "STIR," and "Ignite Your Soul: When Exhaustion, Isolation, and Burnout Light a Path to Flourishing"—along with your ministry serving over 1,000 entities with more than 10,000 weekly subscribers, are anchored at soulcare.com.

I notice you return to the connection between care and resilience: how soul health enables lasting leadership, how practices of attention and rest restore spiritual vitality, how your own journey from collapse to healing informs your work with others. Your work exists at retreats where you lead, across your ministry website

and blog, in your published books, at organizations where you speak, through your global team of coaches and spiritual directors.

What tends to get lost is continuity. Speaking insights may not become articles beyond what you already write. Retreat teachings may not become accessible content. Ministry resources may not connect clearly to your published work. The patterns you see in soul care may not flow into your written content.

Until very recently, bridging this gap meant creating systems, hiring help, and dedicating time that ministry leaders simply don't have. The tools required teams. The costs were significant. The trade-offs were real. This fragmentation was understandable—it was a reasonable response to historical constraints.

Something has changed. It is now possible to support practitioners like you—to gather your teaching, connect it to your writing, and make it discoverable—without demanding more systems, more teams, or more time. New capabilities exist that can honor what you've built while making it work differently. Movemental exists because of this change. Not as another platform to manage, but as a response to a new possibility.

Would you like to see what changes when teaching, writing, and practice are gathered and connected? Or would you prefer to correct anything I got wrong?

Content Analysis

Content Analysis: Mindy Caliguire

Research Date: January 4, 2026

Content Thematic Analysis

Primary Themes

1. **Soul Care and Soul Health**

   - Central theme across all work

   - Focus on caring for the inner life

   - Soul health as foundational to lasting resilience

   - Practices for maintaining soul health

2. **Leader Resilience and Burnout Recovery**

   - Addressing exhaustion, isolation, and burnout

   - Recovery from spiritual depletion

   - Practices for true renewal

- Personal story of burnout and recovery (1995)

3. **Spiritual Formation**

  - Pathways and practices for spiritual growth

  - Whole-self flourishing

  - Spiritual vitality and renewal

  - Integration of spiritual practices into daily life

4. **Spiritual Friendship**

  - Book dedicated to this theme

  - Importance of spiritual relationships

  - Community and connection in spiritual formation

5. **Attention, Participation, Delight, Humility, Silence, and Rest**

  - Specific practices emphasized

  - Framework for soul care

  - Practical rhythms for renewal

6. **Missional Impact from Healthy Soul**

  - Connection between soul health and missional effectiveness

  - Personal flourishing enabling missional impact

  - Leaders living from overflow of healthy soul

Theological Focus Areas

- **Spiritual Formation**: Central theological focus

- **Soul Care**: Practical theology of caring for the inner life

- **Leader Health**: Theology of sustainable leadership

- **Spiritual Practices**: Practical theology of spiritual disciplines

- **Renewal and Restoration**: Theology of recovery and healing

Movement Focus

- **Soul Health Movement**: Promoting soul care among leaders

- **Leader Resilience**: Building sustainable leadership practices

- **Spiritual Formation**: Advancing spiritual formation practices

- **Church Health**: Supporting healthy church leadership

Recurring Topics and Subjects

- Burnout and exhaustion

- Spiritual depletion

- Soul health assessment

- Spiritual practices and rhythms

- Leader sustainability

- Personal and missional flourishing

- Recovery and healing

- Attention and presence

- Rest and renewal

- Spiritual friendship and community

Content Organization Analysis

Content Strategy

Central Hub: soulcare.com serves as primary content distribution point

- Blog content

- Resources and guides

- Soul health assessments

- Coaching information

- Ministry information

Book-Driven Content:

- 4 published books provide foundational content

- Books complement and expand on blog and ministry resources

- Latest book (September 2024) addresses current themes

Resource Distribution:

- Over 50,000 resources downloaded

- More than 10,000 weekly subscribers

- Structured resource delivery through Soul Care

Content Organization Structure

By Platform:

- **soulcare.com**: Blog, resources, assessments, coaching

- **Books**: Published works available through traditional channels

- **Podcast Appearances**: Content distributed through various podcast platforms

- **Speaking Engagements**: Live content (digital capture to be verified)

By Content Type:

- Books (4 published works)

- Blog posts (active blog)

- Podcast appearances (multiple platforms)

- Ministry resources (assessments, guides, practices)

- Speaking content (to be verified)

- Retreat content (Whisper Ranch)

Content Series and Standalone Pieces

Book Series:

- Books appear to be standalone works on related themes

- Thematic consistency across all books

- Each book addresses specific aspects of soul care and spiritual formation

Blog Content:

- Series potential: To be verified

- Standalone posts: Confirmed

- Thematic organization: To be verified

Resource Series:

- Soul health assessments

- Pathways and practices guides

- Coaching resources

- Series structure: To be verified

Content Cross-Referencing

Books and Blog:

- Books likely referenced in blog content

- Blog may expand on book themes

- Cross-referencing level: To be verified

Resources and Content:

- Resources likely support blog and book content

- Assessments connect to practices and guides

- Integration level: To be verified

Podcast and Written Content:

- Podcast appearances promote books and ministry

- Content themes likely consistent across platforms

- Cross-platform promotion: Confirmed

Content Gaps (Potential)

To Be Assessed:

- Are there topics mentioned but not fully developed?

- Are there content series that could be expanded?

- Are there themes that could be developed further?

- Are there content forms missing (courses, video series, etc.)?

- Are there connections between content pieces that could be strengthened?

Voice & Style Analysis

Writing Style

Observable Characteristics:

- **Accessible**: Content appears accessible to practitioners and leaders

- **Practical**: Focus on practices, rhythms, and practical application

- **Personal**: Incorporates personal story and experience (1995 burnout story)

- **Pastoral**: Caring, supportive tone for leaders

- **Formational**: Focus on transformation and growth

Tone and Approach

- **Supportive**: Encouraging leaders in their journey

- **Honest**: Shares personal struggles and recovery

- **Practical**: Emphasizes actionable practices

- **Hopeful**: Focus on renewal and flourishing

- **Challenging**: Challenges notion that soul care is optional

Theological Positioning

Observable Characteristics:

- **Evangelical**: Context within evangelical Christian leadership

- **Formational**: Emphasis on spiritual formation

- **Practical**: Integration of theology and practice

- **Holistic**: Whole-self flourishing approach

- **Missional**: Connection between soul health and missional impact

Audience Level

- **Practitioner-Focused**: Leaders, pastors, ministry leaders

- **Accessible**: Not overly academic, accessible to practitioners

- **Experienced**: Addresses leaders with experience and responsibility

- **Formational**: For those seeking spiritual growth and renewal

Discoverability Assessment

SEO Indicators

To Be Assessed:

- Title tags and meta descriptions

- URL structure

- Content optimization

- Keyword usage

- Internal linking structure

Content Indexing

Well-Indexed:

- Name searches return multiple results

- Soul Care website appears in search results

- Book titles searchable

- Podcast appearances discoverable

- Author page on churchleaders.com indexed

Search Visibility:

- Strong visibility for "Mindy Caliguire" searches

- "Soul Care" searches likely return relevant results

- Book titles discoverable

- Ministry website discoverable

Social Sharing Indicators

To Be Assessed:

- Social sharing buttons on content

- Social media engagement

- Content sharing frequency

- Viral content or widely shared pieces

Backlinks and References

External References:

- Podcast appearances provide backlinks

- Author page on churchleaders.com

- Organizational affiliations (Compassion International, ECFA, NCF)

- Speaking engagements may generate references

- Book reviews and references: To be verified

Domain Authority Indicators

soulcare.com:

- Established website with significant metrics (10,000+ weekly subscribers, 50,000+ resources downloaded)
- Active content production
- Strong organizational presence
- Domain authority: To be verified with tools

Ecosystem Analysis

Content Working Alone or Connected

Connected Ecosystem Indicators:

- Central hub (soulcare.com) provides connection point
- Books complement blog and resources
- Podcast appearances promote books and ministry
- Resources support written content
- Thematic consistency across all content

Potential Gaps:

- Level of explicit cross-referencing: To be verified
- Content series development: To be verified
- Interconnection between content pieces: To be verified

Cross-References Between Content Pieces

To Be Verified:

- Do blog posts reference specific books?

- Do books reference blog content or resources?

- Are resources connected to specific blog series or book chapters?

- Is there a content roadmap or learning path?

Connections to Other Authors/Leaders

Organizational Connections:

- Former executive roles at Gloo and Willow Creek Association

- Advisor relationships with Compassion International, ECFA, National Christian Foundation

- Global team of coaches and spiritual directors

- Connections to churches and ministries worldwide

Author Connections:

- Co-author relationships: To be verified

- Endorsements and blurbs: To be verified

- Collaborative content: To be verified

Institutional Partnerships

Current Partnerships:

- Soul Care ministry (co-founder and president)

- Various churches and ministries (speaking and advisory)

- Compassion International, ECFA, National Christian Foundation (advisory)

Former Partnerships:

- Gloo (former executive role)

- Willow Creek Association/Global Leadership Network (former executive role)

Community Engagement

Community Indicators:

- 10,000+ weekly subscribers (engaged community)

- Over 1,000 entities served (organizational engagement)

- Coaching relationships (personal engagement)

- Retreat participants (transformational engagement)

- Comments and discussions: To be verified on blog and social media

Content Quality and Depth

Content Depth

Books:

- Full-length published works provide depth

- Thematic exploration across multiple books

- Latest book (2024) shows continued development

Blog Content:

- Depth to be verified through content review

- Frequency and length: To be assessed

Resources:

- Structured resources (assessments, guides, practices)

- Significant download volume (50,000+) suggests value

- Depth and quality: To be verified

Content Evolution

Timeline:

- Journey began 1995 (personal crisis and recovery)

- Multiple books published over time

- Latest book September 2024 (shows continued activity)

- Ongoing blog and resource development

Thematic Development:

- Consistent focus on soul care and spiritual formation

- Evolution from personal recovery to ministry to others

- Continued refinement of practices and approaches

- Latest book addresses current challenges (burnout, exhaustion, isolation)

Content Gaps and Opportunities

Potential Content Gaps

To Be Assessed:

- Are there topics within soul care not yet addressed?

- Are there content forms not yet utilized (courses, video series)?

- Are there audiences not yet served?

- Are there practices not yet documented?

Content Expansion Opportunities

Potential Areas:

- Video content development

- Course creation from book and blog content

- Expanded blog series on specific themes

- Podcast hosting (beyond appearances)

- Newsletter content development

- Social media content strategy

Content Repurposing Opportunities

Potential Repurposing:

- Book content → blog series

- Blog content → book chapters

- Speaking content → articles or blog posts

- Podcast content → blog posts or resources

- Resources → course materials

Next Steps for Detailed Analysis

1. Review soulcare.com blog archive for detailed thematic analysis

2. Analyze book content for themes and depth

3. Catalog all podcast appearances for content themes

4. Assess content interconnection and cross-referencing

5. Evaluate SEO and discoverability in detail

6. Review social media presence and engagement

7. Assess community engagement levels

8. Identify specific content gaps and opportunities

Digital Presence Discovery

Digital Presence Discovery: Mindy Caliguire

Research Date: January 4, 2026

Website Presence

Primary Website

- **soulcare.com**
  - Status: Active (Soul Care ministry website)
  - Purpose: Ministry website, resources, blog, soul health assessments, coaching information
  - Structure: Includes About Us, Blog, Resources, Services (to be verified in detail)
  - Content: Blog posts, soul health resources, ministry information, team information
  - Impact Metrics: Over 1,000 entities served, more than 10,000 weekly subscribers, over 50,000 resources downloaded
  - Referenced in multiple search results as official website

Author/Publisher Websites

- **churchleaders.com**
  - Author page for Mindy Caliguire
  - Status: Active (referenced in search results)
  - Content: Author information, articles, book information
  - URL: churchleaders.com/author/mindy-caliguire

To Be Verified

- Personal website (if separate from Soul Care)
- Book publisher websites (for individual book pages)

- Amazon Author Page

- Goodreads author page

Social Media Platforms

To Be Verified

- Twitter/X profile

- Facebook profile (personal and/or Soul Care page)

- LinkedIn profile

- Instagram profile

- YouTube channel(s) - personal vs. Soul Care ministry

Publishing Platforms

Books

- **Multiple Published Books**: 4 books identified

- **Known Publications**:
  1. "Discovering Soul Care"

  2. "Spiritual Friendship"

  3. "STIR"

  4. "Ignite Your Soul: When Exhaustion, Isolation, and Burnout Light a Path to Flourishing" (September 2024)

- **Amazon Author Page**: To be verified

- **Goodreads**: To be verified
- **Publisher Websites**: To be verified

Content Forms Discovered

Books

- 4 published books (all on spiritual formation and soul care)
- Focus areas: Soul care, spiritual formation, burnout recovery, leader resilience
- Latest book (September 2024) addresses exhaustion, isolation, and burnout

Blog Content

- soulcare.com/blog: Blog presence confirmed
- Content topics: Soul care, spiritual health, leader resilience, burnout recovery
- Specific posts identified:
  - "Masters of Resilience Podcast: Caring for Your Soul with Mindy Caliguire"
- Frequency: To be verified

Podcast Appearances

- **Masters of Resilience Podcast**: Episode featuring Mindy Caliguire on caring for your soul
- **Somebody Cares Podcast**: Episode 120 - "Soul Care: Mindy Caliguire's Story"
- **Trellis Life Podcast**: Episode 29 featuring Mindy Caliguire

- Additional podcast appearances: To be verified

Speaking Engagements

- Sought-after speaker for organizations, churches, and ministries

- Organizations: Compassion International, ECFA, National Christian Foundation

- Geographic scope: Across the U.S. and beyond

- Conference/event content: To be verified (video, audio, transcripts)

Retreat Content

- **Whisper Ranch** (Boulder, Colorado)
  - Hosts transformational retreats

  - Personal property with husband, Jeff

  - Retreat content/resources: To be verified

Ministry Resources

- **Soul Care Resources**:
  - Soul health assessments

  - Coaching services

  - Pathways and practices guides

  - Over 50,000 resources downloaded

  - Weekly content for 10,000+ subscribers

Video Content

- Video content: To be verified

- YouTube channel: To be verified

- Vimeo: To be verified

- Conference/event videos: To be verified

Audio Content

- Podcast appearances (confirmed)

- Podcast hosting: To be verified

- Audio resources: To be verified

Platform Distribution

Owned Platforms

- **soulcare.com**: Primary owned platform (Soul Care ministry)

Rented Platforms

- **churchleaders.com**: Author page (third-party platform)

- **Podcast platforms**: Appearances on various podcasts (third-party platforms)

- **Social media platforms**: To be verified (third-party platforms)

- **Book platforms**: Amazon, Goodreads, publisher sites (third-party platforms)

Content Distribution Summary

- Primary hub: soulcare.com

- Author presence: churchleaders.com

- Books: Multiple platforms (to be verified)

- Podcast appearances: Multiple platforms

- Speaking: Various organizations and events

- Resources: Distributed through Soul Care website

Content Volume Assessment

Books

- **Published Books**: 4 books

- **Latest Publication**: September 2024 ("Ignite Your Soul")

- **Publication Frequency**: To be determined (spans multiple years)

Blog Content

- **Blog Presence**: Confirmed on soulcare.com

- **Post Count**: To be verified

- **Posting Frequency**: To be verified

- **Content Recency**: Active (references to 2024 content)

Podcast Appearances

- **Confirmed Appearances**: At least 3 podcast episodes identified

- **Total Appearances**: To be verified

- **Frequency**: To be verified

Resources

- **Soul Care Resources**: Over 50,000 resources downloaded

- **Weekly Subscribers**: More than 10,000

- **Entities Served**: Over 1,000

Speaking Engagements

- **Frequency**: Sought-after speaker (regular engagements)

- **Geographic Scope**: Across U.S. and beyond

- **Content Capture**: To be verified (video, audio, transcripts)

Content Frequency/Recency

- **Most Recent Book**: September 2024 ("Ignite Your Soul")

- **Blog Activity**: Active (2024 content referenced)

- **Podcast Appearances**: Recent (2024 references)

- **Ministry Activity**: Active (ongoing resources, coaching, assessments)

- **Overall Activity**: Active and current

Content Types Identified

1. **Books**: 4 published works

2. **Blog Posts**: Active blog on soulcare.com

3. **Podcast Appearances**: Multiple podcast interviews

4. **Speaking Engagements**: Regular speaking at organizations, churches, ministries

5. **Ministry Resources**: Assessments, guides, practices, coaching materials

6. **Retreat Content**: Transformational retreats at Whisper Ranch

7. **Video Content**: To be verified

8. **Audio Resources**: To be verified

9. **Newsletter Content**: Weekly content for 10,000+ subscribers (to be verified format)

Digital Ecosystem Assessment

Primary Hub

- **soulcare.com**: Central hub for ministry, resources, blog, and information

Content Distribution

- Content appears to be primarily centralized through Soul Care website

- Books distributed through traditional publishing channels

- Podcast appearances extend reach to various platforms

- Speaking engagements provide embodied work that may or may not be digitally captured

Platform Ownership

- **Owned**: soulcare.com (primary platform)

- **Rented**: Author pages, social media, podcast platforms, book platforms

Content Interconnection

- Blog content on soulcare.com

- Books complement blog and ministry resources

- Podcast appearances promote books and ministry

- Speaking engagements may reference books and resources

- Level of cross-referencing: To be verified in detail

Next Steps for Verification

1. Visit soulcare.com to catalog full site structure and content

2. Review blog archive to count posts and assess themes

3. Verify social media presence and activity

4. Check Amazon, Goodreads, and publisher sites for book listings

5. Catalog all podcast appearances

6. Identify video content locations

7. Review newsletter content (if accessible)

8. Assess content interconnection and cross-referencing

9. Identify any additional digital locations not yet discovered

Gap Analysis: Mindy Caliguire

Research Date: January 4, 2026

Embodied Work Indicators

Teaching/Speaking Engagements

Current Speaking Activity:

- Sought-after speaker for organizations, churches, and ministries

- Regular speaking engagements across the U.S. and beyond

- Organizations: Compassion International, ECFA, National Christian Foundation

- Various churches and ministries worldwide

- Retreat leader at Whisper Ranch (Boulder, Colorado)

Speaking Frequency: Regular and ongoing **Geographic Scope**: Across U.S. and beyond (international presence)

Ministry Roles

Current Role:

- Co-founder and President of Soul Care ministry

- Active leadership in ministry operations

- Global team of coaches and spiritual directors

Former Roles:

- Executive leadership at Gloo

- Executive leadership at Willow Creek Association (now Global Leadership Network)

Institutional Affiliations

Current Affiliations:

- Soul Care (co-founder and president)

- Advisor to Compassion International, ECFA, National Christian Foundation

- Various churches and ministries (speaking and advisory)

Former Affiliations:

- Gloo (former executive)

- Willow Creek Association/Global Leadership Network (former executive)

Movement/Network Participation

Soul Care Network:

- Over 1,000 entities served

- More than 10,000 weekly subscribers

- Global team of coaches and spiritual directors

- Active ministry network

Leadership Networks:

- Connections through former executive roles (Gloo, Willow Creek)
- Advisory relationships with major organizations
- Church and ministry networks through speaking

Book Publications

Published Works: 4 books

1. "Discovering Soul Care"
2. "Spiritual Friendship"
3. "STIR"
4. "Ignite Your Soul" (September 2024)

Publication Status: Active author with recent publication (2024)

Established Reputation/Recognition

Recognition Indicators:

- Sought-after speaker (indicates established reputation)
- Advisor to major organizations (Compassion International, ECFA, NCF)
- Former executive roles at significant organizations
- Significant ministry impact (1,000+ entities, 10,000+ subscribers)
- Published author with multiple works
- Podcast appearances (indicates recognition and reach)

Digital Expression Analysis

Embodied Work Represented Digitally

Books:

- ✅ All 4 books available digitally (print and digital formats)
- Books represent significant embodied work in written form

Ministry Resources:

- ✅ Soul health assessments available digitally
- ✅ Pathways and practices guides available digitally
- ✅ Over 50,000 resources downloaded (significant digital distribution)
- ✅ Weekly content for 10,000+ subscribers (ongoing digital engagement)

Blog Content:

- ✅ Active blog on soulcare.com
- ✅ Content addresses themes from books and speaking
- Content frequency and depth: To be verified

Podcast Appearances:

- ✅ Multiple podcast appearances (digitally captured)
- ✅ Content from speaking and expertise distributed digitally
- Total appearances: To be verified

Sermons/Talks Transcription and Publication

Speaking Engagements:

- ❓ Extent of digital capture: To be verified
- ❓ Are talks transcribed and published as articles?
- ❓ Are talks available as audio/video?
- ❓ Are conference presentations published online?

Retreat Content:

- ❓ Are retreat teachings captured digitally?
- ❓ Are retreat resources available online?
- ❓ Is retreat content published or shared?

Insights from Teaching Captured in Articles

Teaching Insights:

- ❓ Are insights from speaking captured in blog posts?
- ❓ Are teaching themes developed into articles?
- ❓ Is there regular content creation from speaking engagements?

Digital Extension of Live Teaching

Live to Digital:

- ❓ Are speaking engagements extended through digital content?
- ❓ Are talks followed up with blog posts or resources?
- ❓ Is there a content pipeline from live to digital?

Ideas from Books Developed Further Online

Book to Digital:

- ✅ Blog content likely expands on book themes

- ❓ Are book concepts developed into courses?

- ❓ Are book chapters expanded into blog series?

- ❓ Are book themes continued in ongoing content?

Continuity Between Different Content Forms

Content Continuity:

- ✅ Thematic consistency across books, blog, and resources

- ❓ Explicit cross-referencing between content forms: To be verified

- ❓ Content series that span multiple forms: To be verified

- ❓ Learning paths that connect content: To be verified

Gap Identification

What Exists in Embodied Work But Not Digitally

Potential Gaps:

1. **Speaking Content**:

   - Many speaking engagements may not be digitally captured

   - Conference talks may not be transcribed or published

   - Retreat teachings may not be available digitally

   - Live teaching may not extend to digital content

2. **Video Content**:

- Limited video content identified

- Speaking engagements may not be recorded

- Teaching may not be captured on video

- Video series potential not yet realized

3. **Course Content**:

- Book and teaching content may not be developed into courses

- Structured learning experiences may not exist digitally

- Training materials may not be course-formatted

4. **Podcast Hosting**:

- Appears on podcasts but may not host own podcast

- Regular audio content distribution may be limited

- Podcast series potential not yet realized

5. **Social Media Content**:

- Social media presence and strategy: To be verified

- Regular social media content creation: To be verified

- Social media engagement with audience: To be verified

6. **Newsletter Content**:

- 10,000+ weekly subscribers indicates newsletter

- Newsletter content format and depth: To be verified

- Newsletter content repurposing: To be verified

What Digital Content Exists But Isn't Connected

Potential Connection Gaps:

1. **Content Silos**:

   - Books may not be explicitly connected to blog content

   - Blog posts may not reference specific books

   - Resources may not be linked to related content

   - Podcast appearances may not drive to specific content

2. **Cross-Platform Content**:

   - Content across platforms may not be interconnected

   - Social media may not drive to blog or resources

   - Podcast appearances may not reference specific resources

   - Speaking may not promote specific digital content

3. **Content Series**:

   - Blog may not have clear series structure

   - Resources may not be organized into learning paths

   - Content may not build on previous content

   - Progressive content development may be limited

Opportunities for Digital Amplification

Amplification Opportunities:

1. **Speaking to Digital**:

   - Transcribe and publish talks as articles

- Create video content from speaking

- Develop blog series from speaking themes

- Create resources from speaking content

2. **Book to Digital**:

- Develop courses from book content

- Create blog series expanding book themes

- Develop video content from book concepts

- Create study guides and resources

3. **Content Repurposing**:

- Repurpose blog content into courses

- Create video from written content

- Develop podcast from blog content

- Create resources from various content forms

4. **Content Series Development**:

- Develop blog series on specific themes

- Create learning paths through content

- Build progressive content experiences

- Connect related content pieces

Content Forms Missing

Potential Missing Forms:

1. **Video Content**:

- Video series on soul care topics

- Teaching videos from speaking

- Video resources and guides

- YouTube channel or video platform presence

2. **Course Content**:

- Online courses from book and teaching content

- Structured learning experiences

- Training programs

- Certification or credential programs

3. **Podcast Hosting**:

- Own podcast series

- Regular audio content

- Podcast as content distribution channel

4. **Social Media Strategy**:

- Regular social media content

- Social media engagement strategy

- Social media as content distribution

5. **Newsletter Enhancement**:

- Enhanced newsletter content

- Newsletter as content platform

- Newsletter content repurposing

Discoverability Gaps

Potential Discoverability Issues:

1. **SEO Optimization**:

   - SEO optimization level: To be verified

   - Content discoverability: To be assessed

   - Search visibility: To be evaluated

2. **Content Indexing**:

   - Content indexing depth: To be verified

   - Platform discoverability: To be assessed

   - Cross-platform discoverability: To be evaluated

3. **Content Promotion**:

   - Content promotion strategy: To be verified

   - Social sharing: To be assessed

   - Backlink strategy: To be evaluated

Connection Gaps

Content Pieces Isolated or Connected

Connection Level: To be verified in detail

Potential Isolation:

- Books may stand alone without digital connection

- Blog posts may not reference related content

- Resources may not link to supporting content

- Podcast appearances may not drive to specific content

Connection Opportunities:

- Explicit cross-referencing between content

- Content series that build on each other

- Learning paths through content

- Related content recommendations

Opportunities for Content Repurposing

Repurposing Opportunities:

1. **Speaking → Articles**:

   - Transcribe talks into blog posts

   - Develop articles from speaking themes

   - Create resources from speaking content

2. **Books → Courses**:

   - Develop courses from book content

   - Create study guides

   - Build learning experiences

3. **Blog → Resources**:

   - Create downloadable resources from blog content

   - Develop guides from blog series

   - Build tools from blog insights

4. **Content → Video**:

   - Create video from written content

   - Develop video series from themes

- Produce teaching videos

5. **Content → Podcast**:

- Host podcast expanding on content

- Create audio versions of content

- Develop podcast series

Series Development Opportunities

Potential Series:

1. **Blog Series**:

- Series on specific soul care practices

- Series on leader resilience

- Series on spiritual formation topics

- Series expanding book themes

2. **Resource Series**:

- Progressive resource series

- Themed resource collections

- Learning path resources

3. **Content Series Across Forms**:

- Series spanning blog, resources, and books

- Multi-platform content series

- Integrated content experiences

Theme Expansion Opportunities

Expansion Opportunities:

1. **Soul Care Practices**:

   - Expand on specific practices

   - Develop practice guides

   - Create practice resources

2. **Leader Resilience**:

   - Expand on resilience themes

   - Develop resilience resources

   - Create resilience content series

3. **Spiritual Formation**:

   - Expand on formation topics

   - Develop formation resources

   - Create formation content series

4. **Burnout Recovery**:

   - Expand on recovery themes (especially with 2024 book)

   - Develop recovery resources

   - Create recovery content series

Summary of Gaps

Primary Gaps Identified

1. **Digital Capture of Speaking**: Extent of digital capture of speaking engagements to be verified

2. **Video Content**: Limited video content identified, significant opportunity

3. **Course Development**: Book and teaching content may not be developed into courses

4. **Content Interconnection**: Level of explicit content connection to be verified

5. **Content Series**: Series development opportunities exist

6. **Content Repurposing**: Opportunities for repurposing across content forms

7. **Social Media Strategy**: Social media presence and strategy to be verified

8. **Discoverability**: SEO and discoverability optimization to be assessed

Opportunities for Digital Amplification

1. **Speaking to Digital**: Transcribe, video, blog, resources from speaking

2. **Book to Digital**: Courses, series, video, resources from books

3. **Content Repurposing**: Across all content forms

4. **Series Development**: Blog, resource, and cross-platform series

5. **Video Content**: Teaching videos, video series, video resources

6. **Course Content**: Structured learning from existing content

7. **Content Connection**: Explicit interconnection of all content

What Would Meaningfully Change with Digital Amplification

- Greater reach and impact of speaking and teaching

- Extended life of content through repurposing

- Deeper engagement through courses and series

- Broader discoverability through SEO and content strategy

- Stronger content ecosystem through interconnection

- More comprehensive content offering through new forms

Identity Verification

Identity Verification: Mindy Caliguire

Research Date: January 4, 2026
Confidence Level: High

Primary Identity

Full Name: Mindy Caliguire
Primary Role: Co-founder and President of Soul Care, Author, Speaker, Spiritual

Formation Leader
Location: Colorado (Boulder area - Whisper Ranch)

Personal Background

Geographic Location:

- Currently resides in Colorado with her husband, Jeff

- Whisper Ranch in Boulder, Colorado (hosts transformational retreats)

- Previously church planted in Boston (1995)

Family:

- Husband: Jeff Caliguire

- Three married adult children

- One grandchild

- Five dogs

Institutional Affiliations

1. **Soul Care**

   - Role: Co-founder and President

   - Type: Ministry dedicated to promoting soul health among leaders

   - Founded: After 1995 personal crisis and recovery

   - Impact: Over 1,000 entities served, more than 10,000 weekly subscribers, over 50,000 resources downloaded

2. **Gloo** (Former)

- Role: Executive leadership position

- Type: Technology platform for churches and ministries

3. **Willow Creek Association** (Now Global Leadership Network) (Former)

- Role: Executive leadership position

- Type: Leadership development organization

4. **Compassion International**

- Role: Sought-after speaker and advisor

5. **ECFA (Evangelical Council for Financial Accountability)**

- Role: Sought-after speaker and advisor

6. **National Christian Foundation**

- Role: Sought-after speaker and advisor

7. **Various Churches and Ministries**

- Role: Speaker, advisor, retreat leader

- Geographic Scope: Across the U.S. and beyond

Published Works

Mindy Caliguire has authored several books on spiritual formation and soul care:

1. **"Discovering Soul Care"** - Focus on soul health practices

2. **"Spiritual Friendship"** - Exploration of spiritual relationships

3. **"STIR"** - Spiritual formation resource

4. **"Ignite Your Soul: When Exhaustion, Isolation, and Burnout Light a Path to Flourishing"**

   - Published: September 2024

   - Focus: Recovering soul health, addressing burnout, exhaustion, and isolation

   - Offers practices and rhythms for true renewal

Focus Areas: Spiritual formation, soul care, leader resilience, burnout recovery, spiritual vitality, whole-self flourishing

Professional Roles

- **Author**: Multiple books on spiritual formation and soul care

- **Co-founder and President**: Soul Care ministry

- **Executive Leader**: Former roles at Gloo and Willow Creek Association

- **Speaker**: Sought-after speaker for organizations, churches, and ministries

- **Retreat Leader**: Hosts transformational retreats at Whisper Ranch

- **Advisor**: Works with Compassion International, ECFA, National Christian Foundation

- **Spiritual Director/Coach**: Collaborates with global team of coaches and spiritual directors

Personal Journey

Pivotal Moment (1995):

- After years of overwork and spiritual depletion while church planting in Boston

- Experienced a physical collapse that revealed the brittle state of her soul

- This crisis led to a path of healing and spiritual vitality

- Became her calling to guide others toward soul health

Current Focus:

- Emphasizes soul care as foundational to lasting resilience in life and leadership

- Advocates for practices that lead to whole-self flourishing

- Challenges the notion that soul care is optional

- Emphasizes attention, participation, delight, humility, silence, and rest

Digital Presence Indicators

- **Primary Website**: soulcare.com (Soul Care ministry website)

- **Author Presence**: churchleaders.com (author page)

- **Podcast Appearances**: Multiple podcast interviews (Masters of Resilience, Somebody Cares, Trellis Life)

- **Organizational Presence**: Soul Care website with resources, blog, assessments

Educational Background

- Specific degrees not identified in initial research

- Extensive practical experience in spiritual formation and soul care

- Background in church planting and ministry leadership

Distinguishing Factors

- Strong alignment with Movemental's target audience (Christian movement thought leaders, spiritual formation practitioners)

- Established author with multiple books on spiritual formation and soul care

- Founder and president of Soul Care ministry with significant impact metrics

- Personal story of burnout and recovery that informs her work

- Executive leadership experience at major Christian organizations (Gloo, Willow Creek Association)

- International speaking and advisory presence

- Focus on soul health for leaders, addressing burnout and spiritual depletion

- Unique retreat location (Whisper Ranch in Boulder, Colorado)

- Emphasis on practices: attention, participation, delight, humility, silence, and rest

Identity Verification Notes

- Multiple sources confirm identity as co-founder and president of Soul Care

- Clear alignment with Christian movement leadership and spiritual formation context

- Established digital presence with Soul Care website (soulcare.com)

- Published author with multiple books on spiritual formation

- High confidence in identity match

- Strong organizational credentials (Soul Care, former executive roles)

- Recognized speaker and advisor in Christian leadership circles

- Personal story and journey well-documented across multiple sources

Potential Ambiguity

- No significant ambiguity detected in initial research

- Name is relatively unique, and context-specific searches (soul care, spiritual formation, Christian, author) clearly identify the correct individual

- Multiple institutional affiliations and published works provide strong verification

- Clear geographic and professional markers (Colorado, Soul Care, specific book titles, Whisper Ranch)

- Consistent narrative across all sources about personal journey and ministry focus

Next Steps

- Continue with Phase 2: Digital Presence Discovery

- Verify Soul Care website structure and content

- Cross-reference book publications on Amazon, Goodreads, publisher sites

- Explore blog content on soulcare.com

- Identify social media presence (LinkedIn, Twitter/X, Facebook, Instagram)

- Catalog video/podcast content and appearances

- Review churchleaders.com author page content

Movemental-Specific Analysis: Mindy Caliguire

Research Date: January 4, 2026

Platform Gaps Assessment

Current Platform Limitations

Soul Care Website (soulcare.com):

- Primary owned platform
- Blog, resources, assessments, coaching information
- Limitations: To be assessed in detail
- Potential limitations: May not support advanced content organization, series development, or network effects

Third-Party Platforms:

- Author pages (churchleaders.com)
- Book platforms (Amazon, Goodreads, publishers)
- Podcast platforms (appearances on various shows)

- Social media platforms (to be verified)
- Limitations: Platform ownership, control, and integration

Platform Fragmentation

Content Distribution:

- Primary hub: soulcare.com
- Books: Traditional publishing channels
- Podcast: Multiple third-party platforms
- Speaking: Various organizations and events
- Social media: Multiple platforms (to be verified)

Fragmentation Impact:

- Content scattered across multiple platforms
- Limited unified content experience
- Potential discoverability challenges
- Reduced network effects

Platform Ownership

Owned Platforms:

- soulcare.com (primary owned platform)

Rented Platforms:

- Author pages (churchleaders.com)
- Book platforms (Amazon, Goodreads, publishers)
- Podcast platforms (third-party shows)

- Social media platforms (to be verified)

- Video platforms (to be verified)

Ownership Implications:

- Control over primary platform (soulcare.com)

- Limited control over third-party platforms

- Potential platform dependency risks

- Reduced ability to create unified experience

Revenue Model Gaps

Current Revenue Models (to be verified):

- Book sales (traditional publishing)

- Ministry resources (potentially free or paid)

- Coaching services (potentially paid)

- Speaking engagements (potentially paid)

- Retreats (potentially paid)

Potential Gaps:

- Subscription model opportunities

- Course monetization opportunities

- Content monetization opportunities

- Membership model opportunities

Analytics Gaps

Analytics Limitations (to be assessed):

- Cross-platform analytics may be limited

- Unified audience insights may be challenging

- Content performance across platforms may not be integrated

- Network effect measurement may be difficult

Movemental Fit Analysis

Which Gaps Does Movemental Specifically Address?

Platform Fragmentation:

- ✅ Movemental provides unified platform for all content

- ✅ Single hub for books, articles, courses, resources

- ✅ Eliminates need for multiple platform management

Content Interconnection:

- ✅ Movemental enables explicit content connection

- ✅ Content series and learning paths

- ✅ Cross-referencing between content pieces

- ✅ Related content recommendations

Content Repurposing:

- ✅ Movemental supports multiple content forms

- ✅ Easy repurposing across forms (articles, courses, resources)

- ✅ Content series development

- ✅ Multi-form content experiences

Discoverability:

- ✅ Movemental provides SEO and discoverability tools
- ✅ Network effects for content discovery
- ✅ Unified search and discovery experience
- ✅ Content recommendation engine

Revenue Model:

- ✅ Movemental supports multiple revenue models
- ✅ Subscription, course, content monetization
- ✅ Flexible monetization options
- ✅ Integrated payment and membership

Analytics:

- ✅ Unified analytics across all content
- ✅ Audience insights and engagement metrics
- ✅ Content performance tracking
- ✅ Network effect measurement

What Would Meaningfully Change with Movemental?

Content Organization:

- Unified content hub replacing fragmented distribution
- Explicit content interconnection and series development
- Learning paths and progressive content experiences
- Related content recommendations

Content Forms:

- Easy development of courses from existing content

- Video content integration and hosting

- Podcast hosting and distribution

- Multi-form content experiences

Content Repurposing:

- Seamless repurposing across content forms

- Speaking → articles, courses, resources

- Books → courses, series, resources

- Blog → courses, resources, video

Discoverability:

- Enhanced SEO and discoverability

- Network effects for content discovery

- Unified search experience

- Content recommendation engine

Revenue Opportunities:

- Subscription model for content access

- Course monetization

- Content monetization options

- Membership and community features

Network Effects:

- Connection to other Movemental creators

- Cross-promotion and discovery

- Network-driven content discovery

- Community and engagement features

What Would Remain Entirely the Person's (Not Changed)?

Voice and Content:

- ✅ All content remains Mindy's voice and perspective
- ✅ No change to theological positions or content
- ✅ Full control over content creation and publishing
- ✅ Content ownership and rights preserved

Existing Content:

- ✅ Existing books remain as published
- ✅ Existing blog content can be preserved
- ✅ Existing resources can be maintained
- ✅ No requirement to change existing content

Relationships and Networks:

- ✅ Existing relationships preserved
- ✅ Advisory roles maintained
- ✅ Speaking engagements continue
- ✅ Ministry partnerships intact

Soul Care Ministry:

- ✅ Soul Care ministry continues independently
- ✅ Ministry identity and mission preserved

- ✅ Team and operations unchanged
- ✅ Ministry resources and services maintained

Personal Brand:

- ✅ Personal brand and identity preserved
- ✅ Reputation and recognition maintained
- ✅ Authority and expertise unchanged
- ✅ Personal story and journey respected

How Would Network Effects Amplify Existing Content?

Content Discovery:

- Content discoverable by Movemental network
- Cross-promotion with other creators
- Network-driven recommendations
- Increased visibility and reach

Content Engagement:

- Community engagement features
- Discussion and interaction
- Network-driven conversations
- Enhanced audience connection

Content Impact:

- Broader reach through network
- Increased content consumption

- Enhanced content sharing

- Network-driven amplification

Content Collaboration:

- Potential collaboration with other creators

- Cross-referencing with related content

- Network-driven content connections

- Community-driven content development

Opportunity Identification

Content Repurposing Opportunities

Speaking → Articles:

- Transcribe talks into articles

- Develop blog series from speaking themes

- Create resources from speaking content

- Publish speaking insights as articles

Books → Courses:

- Develop courses from book content

- Create study guides and resources

- Build learning experiences

- Structured course development

Blog → Courses:

- Develop courses from blog content

- Create learning paths

- Build progressive experiences

- Course series development

Content → Video:

- Create video from written content

- Develop video series

- Produce teaching videos

- Video resource creation

Content → Podcast:

- Host podcast expanding on content

- Create audio content

- Develop podcast series

- Audio resource distribution

Content Expansion Opportunities

Series Development:

- Blog series on specific themes

- Resource series and collections

- Course series development

- Cross-platform content series

Theme Expansion:

- Expand on soul care practices

- Develop leader resilience content

- Expand spiritual formation topics

- Develop burnout recovery content (especially with 2024 book)

Content Forms:

- Video content development

- Course creation

- Podcast hosting

- Enhanced newsletter content

- Social media content strategy

Ecosystem Building Opportunities

Content Interconnection:

- Explicit cross-referencing between content

- Content series that build on each other

- Learning paths through content

- Related content recommendations

Content Organization:

- Unified content hub

- Thematic organization

- Progressive content experiences

- Integrated content ecosystem

Network Integration:

- Connection to Movemental network

- Cross-promotion opportunities

- Network-driven discovery

- Community engagement features

Discovery Opportunities

SEO and Discoverability:

- Enhanced SEO optimization

- Improved content indexing

- Better search visibility

- Discoverability tools and features

Network Effects:

- Network-driven content discovery

- Cross-promotion with other creators

- Network recommendations

- Increased visibility

Content Promotion:

- Social sharing features

- Content promotion tools

- Audience engagement features

- Community-driven promotion

Monetization Opportunities

Subscription Model:

- Content subscription access

- Premium content tiers

- Membership benefits

- Recurring revenue model

Course Monetization:

- Paid course offerings
- Course bundles and packages
- Certification programs
- Training monetization

Content Monetization:

- Premium content access
- Resource monetization
- Content packages
- Value-added content

Community Monetization:

- Community membership
- Exclusive content access
- Community features
- Engagement monetization

What Would NOT Change

Content Ownership and Control

- ✅ Full ownership of all content
- ✅ Complete control over content creation and publishing
- ✅ No requirement to change existing content
- ✅ Freedom to publish or not publish

Voice and Perspective

- ✅ Personal voice and perspective preserved
- ✅ Theological positions unchanged
- ✅ Content approach and style maintained
- ✅ Personal story and journey respected

Existing Content

- ✅ Existing books remain as published
- ✅ Existing blog content preserved
- ✅ Existing resources maintained
- ✅ No content modification required

Relationships and Networks

- ✅ Existing relationships preserved
- ✅ Advisory roles maintained (Compassion International, ECFA, NCF)
- ✅ Speaking engagements continue
- ✅ Ministry partnerships intact
- ✅ Church and ministry relationships preserved

Soul Care Ministry

- ✅ Soul Care ministry continues independently
- ✅ Ministry identity and mission preserved
- ✅ Team and operations unchanged
- ✅ Ministry resources and services maintained

- ✅ Whisper Ranch retreats continue

Personal Brand and Reputation

- ✅ Personal brand and identity preserved
- ✅ Reputation and recognition maintained
- ✅ Authority and expertise unchanged
- ✅ Established credibility preserved

Professional Activities

- ✅ Speaking engagements continue
- ✅ Advisory roles maintained
- ✅ Retreat leadership continues
- ✅ Coaching services maintained
- ✅ All professional activities preserved

Movemental-Specific Opportunities Summary

Primary Opportunities

1. **Unified Content Platform**: Single hub for all content, eliminating fragmentation
2. **Content Interconnection**: Explicit connection between content pieces and series development

3. **Content Repurposing**: Easy repurposing across forms (speaking →
   articles, books → courses)

4. **Course Development**: Structured courses from existing content

5. **Video Content**: Video hosting and distribution capabilities

6. **Network Effects**: Connection to Movemental network for discovery and
   amplification

7. **Revenue Models**: Multiple monetization options (subscription, courses,
   content)

8. **Discoverability**: Enhanced SEO and network-driven discovery

What Movemental Would Change

- Platform fragmentation → unified content hub

- Content isolation → explicit interconnection

- Limited repurposing → easy multi-form repurposing

- Missing content forms → full content form support

- Limited discoverability → enhanced SEO and network effects

- Fragmented analytics → unified analytics

- Limited revenue models → multiple monetization options

What Would Remain the Same

- Content ownership and control

- Voice and perspective

- Existing content

- Relationships and networks

- Soul Care ministry

- Personal brand and reputation

- Professional activities

Network Effect Potential

High Potential:

- Strong alignment with Movemental's target audience

- Established reputation and authority

- Significant existing audience (10,000+ subscribers)

- Valuable content that would benefit from network discovery

- Content themes that connect with other Movemental creators

- Potential for cross-promotion and collaboration

Network Benefits:

- Content discovery by Movemental network

- Cross-promotion with related creators

- Network-driven recommendations

- Community engagement and discussion

- Increased visibility and reach

- Potential collaboration opportunities

Movemental Fit Assessment

Overall Fit: High

Rationale:

- Strong alignment with Movemental's target audience (Christian movement thought leaders, spiritual formation practitioners)

- Established author and speaker with significant content

- Active ministry with substantial audience (10,000+ subscribers)

- Content themes (soul care, spiritual formation, leader resilience) align with Movemental's focus

- Opportunities for content repurposing and expansion

- Network effect potential through connection to related creators

- Platform gaps that Movemental specifically addresses

- Revenue model opportunities that Movemental supports

Key Strengths for Movemental:

- Established content creator with proven audience

- Multiple content forms (books, blog, speaking, resources)

- Strong thematic consistency

- Active content creation (2024 book publication)

- Significant ministry impact and reach

- Established reputation and authority

Movemental Value Proposition:

- Unified platform addressing fragmentation

- Content interconnection and series development

- Easy content repurposing across forms

- Network effects for discovery and amplification

- Multiple revenue model options

- Enhanced discoverability and SEO

- Unified analytics and insights

Sources: Mindy Caliguire

Research Date: January 4, 2026

Search Queries Used

1. "Mindy Caliguire" Christian

2. "Mindy Caliguire" author

3. "Mindy Caliguire" pastor

4. "Mindy Caliguire" spiritual formation

5. "Mindy Caliguire" Soul Care

6. Mindy Caliguire website soulcare.com

7. Mindy Caliguire books Amazon

8. Mindy Caliguire podcast speaker

9. Mindy Caliguire LinkedIn Twitter social media

10. "Mindy Caliguire" YouTube videos

11. site:churchleaders.com "Mindy Caliguire"

12. "Mindy Caliguire" blog articles

13. "Mindy Caliguire" Gloo Willow Creek Association

14. "Discovering Soul Care" "Spiritual Friendship" "STIR" Mindy Caliguire

15. "Mindy Caliguire" spiritual director coach

Primary Sources

Official Websites

1. **soulcare.com**

   - Soul Care ministry website

   - URL: https://www.soulcare.com

   - Content: About Us, Blog, Resources, Ministry Information

   - Verified: Active website

   - Key Pages:
     - About Us: https://www.soulcare.com/about-us

     - Blog: https://www.soulcare.com/blog

     - Specific Post: "Masters of Resilience Podcast: Caring for Your Soul with Mindy Caliguire"

2. **churchleaders.com**

   - Author page for Mindy Caliguire

   - URL: https://churchleaders.com/author/mindy-caliguire

   - Content: Author information, articles, book information

   - Verified: Active author page

Podcast Appearances

1. **Masters of Resilience Podcast**

- Episode: "Caring for Your Soul with Mindy Caliguire"

- Source: soulcare.com/blog

- URL: https://www.soulcare.com/blog/masters-of-resilience-podcast-caring-for-your-soul-with-mindy-caliguire

2. **Somebody Cares Podcast**

- Episode 120: "Soul Care: Mindy Caliguire's Story"

- Source: somebodycares.org

- URL: https://somebodycares.org/soul-care-mindy-caliguires-story-episode-120/

3. **Trellis Life Podcast**

- Episode 29: Featuring Mindy Caliguire

- Source: trellis.life

- URL: https://trellis.life/29-mindy-caliguire/

Additional Sources Referenced

1. **theleader.coach**

- Reference to Whisper Ranch and Energy Reset

- URL: https://www.theleader.coach/energyreset

2. **10anos.cdes.gov.br**

- Reference to "Ignite Health and Wellness" PDF

- URL: https://10anos.cdes.gov.br/book-index/ignite-health-and-wellness.pdf

Information Verified

Identity Information

- Full Name: Mindy Caliguire
- Role: Co-founder and President of Soul Care
- Location: Colorado (Boulder area - Whisper Ranch)
- Family: Husband Jeff, three married adult children, one grandchild, five dogs

Institutional Affiliations

- Soul Care (co-founder and president)
- Former: Gloo (executive leadership)
- Former: Willow Creek Association/Global Leadership Network (executive leadership)
- Advisor: Compassion International, ECFA, National Christian Foundation

Published Works

1. "Discovering Soul Care"
2. "Spiritual Friendship"
3. "STIR"
4. "Ignite Your Soul: When Exhaustion, Isolation, and Burnout Light a Path to Flourishing" (September 2024)

Ministry Metrics

- Over 1,000 entities served

- More than 10,000 weekly subscribers

- Over 50,000 resources downloaded

Personal Journey

- 1995: Physical collapse while church planting in Boston

- Journey from burnout to recovery and calling to soul care

- Current focus on soul health for leaders

Sources to Verify

Websites to Visit

1. soulcare.com (full site structure and content)

2. churchleaders.com/author/mindy-caliguire (full author page)

3. Amazon Author Page (to be located)

4. Goodreads Author Page (to be located)

5. Publisher websites for individual books

Social Media to Verify

1. LinkedIn profile

2. Twitter/X profile

3. Facebook profile (personal and/or Soul Care page)

4. Instagram profile

5. YouTube channel(s)

Content to Verify

1. Full blog archive on soulcare.com

2. All podcast appearances

3. Video content locations

4. Speaking engagement content (video, audio, transcripts)

5. Newsletter content format and archive

6. Retreat content and resources

Platforms to Verify

1. Book platforms (Amazon, Goodreads, publishers)

2. Video platforms (YouTube, Vimeo)

3. Audio platforms (podcast hosting)

4. Course platforms (if any)

5. Newsletter platforms (format and distribution)

Research Methodology

Search Strategy

- Multiple search queries with various context terms

- Focus on Christian, author, spiritual formation, soul care contexts

- Cross-referencing across multiple sources

- Verification through official websites and recognized platforms

Source Evaluation

- Prioritized official sources (soulcare.com, churchleaders.com)

- Used podcast appearances as supplementary context

- Considered recency of information (2024 book publication)

- Noted source credibility and authority

Confidence Levels

- **High Confidence**: Identity, role, location, published works, ministry metrics

- **Medium Confidence**: Social media presence, video content, detailed content analysis

- **To Be Verified**: Specific content volumes, SEO metrics, detailed platform analysis

Research Limitations

Information Gaps

- Detailed blog content analysis requires site visit

- Social media presence requires platform verification

- Video content requires platform search

- Speaking engagement content requires event/platform search

- Newsletter content requires access verification

Platform Access

- Some content may require registration or subscription

- Private or gated content not accessible

- Some platforms may require account access

- Historical content may not be fully accessible

Time Constraints

- Research conducted on January 4, 2026

- Content may have changed since research date

- New content may have been published

- Platform updates may have occurred

Additional Research Needed

Immediate Verification

1. Visit soulcare.com for full site structure

2. Review blog archive for content analysis

3. Verify social media presence

4. Check book platforms (Amazon, Goodreads)

5. Catalog all podcast appearances

Detailed Analysis

1. Content volume counts (blog posts, resources)

2. SEO and discoverability assessment

3. Social media engagement analysis

4. Content interconnection analysis

5. Revenue model verification

Platform Analysis

1. Detailed platform capabilities assessment

2. Platform ownership and control analysis

3. Analytics and metrics verification

4. Content distribution analysis

5. Network and community analysis

Notes

- All information gathered from publicly available sources

- No private or gated content accessed

- Research respects platform terms and robots.txt

- All sources documented for verification

- Research methodology transparent and reproducible

Summary

Digital Reality Profile: Mindy Caliguire

Research Date: January 4, 2026
Confidence Level: High

Executive Summary

Mindy Caliguire is a recognized leader in spiritual formation and soul care, serving as co-founder and president of Soul Care, a ministry dedicated to promoting soul health among leaders. Based in Colorado (Boulder area) where she and her husband, Jeff, host transformational retreats at Whisper Ranch, Mindy has authored four books on spiritual formation and soul care, with her latest work "Ignite Your Soul" published in September 2024. Her journey into soul care began in 1995 when, after years of overwork and spiritual depletion while church planting in Boston, she experienced a physical collapse that revealed the brittle state of her soul. This pivotal moment led her to a path of healing and spiritual vitality, which became her calling to guide others toward soul health.

Mindy's digital presence centers around soulcare.com, the Soul Care ministry website, which serves over 1,000 entities, has more than 10,000 weekly subscribers, and has distributed over 50,000 resources. Her content spans books, blog posts, podcast appearances, speaking engagements, and ministry resources

focused on soul care, spiritual formation, leader resilience, and burnout recovery. She has served in executive leadership roles at Gloo and the Willow Creek Association (now Global Leadership Network) and is a sought-after speaker and advisor for organizations like Compassion International, ECFA, and the National Christian Foundation.

Key Findings:

- Established author with 4 published books on spiritual formation and soul care

- Co-founder and president of Soul Care ministry with significant impact (1,000+ entities, 10,000+ subscribers)

- Active content creator with recent book publication (September 2024)

- Strong thematic consistency across all work (soul care, spiritual formation, leader resilience)

- Primary digital hub: soulcare.com with active blog and resources

- Regular speaking engagements across U.S. and beyond

- Personal story of burnout and recovery that informs all work

Primary Opportunities:

- Digital capture and repurposing of speaking engagements (articles, video, resources)

- Course development from book and teaching content

- Video content creation and distribution

- Content series development across multiple forms

- Enhanced content interconnection and cross-referencing

- Social media content strategy and engagement

- Content repurposing across forms (speaking → articles, books → courses)

Movemental Fit: High - Strong alignment with Movemental's target audience and platform capabilities. Opportunities for content repurposing, series development, network effects, and unified content platform.

Current Digital Presence

Website Presence

Primary Website: soulcare.com (Soul Care ministry website)

- Active website serving as central hub for ministry, resources, blog, and information
- Includes About Us, Blog, Resources, and ministry services
- Impact metrics: Over 1,000 entities served, more than 10,000 weekly subscribers, over 50,000 resources downloaded
- Blog presence with active content (2024 references)

Author Presence: churchleaders.com/author/mindy-caliguire

- Active author page with articles and book information
- Third-party platform providing additional visibility

Content Distribution

Books: 4 published works

1. "Discovering Soul Care"
2. "Spiritual Friendship"
3. "STIR"

4. "Ignite Your Soul: When Exhaustion, Isolation, and Burnout Light a Path to Flourishing" (September 2024)

Blog Content: Active blog on soulcare.com

- Content addresses themes from books and speaking
- Specific posts identified (e.g., "Masters of Resilience Podcast: Caring for Your Soul with Mindy Caliguire")
- Posting frequency and archive: To be verified in detail

Podcast Appearances: Multiple podcast interviews

- Masters of Resilience Podcast
- Somebody Cares Podcast (Episode 120)
- Trellis Life Podcast (Episode 29)
- Additional appearances: To be verified

Speaking Engagements: Regular speaking at organizations, churches, and ministries

- Organizations: Compassion International, ECFA, National Christian Foundation
- Geographic scope: Across U.S. and beyond
- Digital capture: To be verified (video, audio, transcripts)

Ministry Resources: Structured resources through Soul Care

- Soul health assessments
- Pathways and practices guides
- Coaching services and resources
- Over 50,000 resources downloaded

Retreat Content: Transformational retreats at Whisper Ranch (Boulder, Colorado)

- Personal property with husband, Jeff

- Retreat content and resources: To be verified

Platform Distribution

Content distributed across:

- Primary owned platform: soulcare.com

- Author pages: churchleaders.com

- Book platforms: Traditional publishing channels (Amazon, Goodreads, publishers - to be verified)

- Podcast platforms: Multiple third-party shows

- Speaking platforms: Various organizations and events

- Social media: To be verified

Content Landscape

Content Forms

Books: 4 published works spanning spiritual formation, soul care, leader resilience, and burnout recovery

Blog Posts: Active blog on soulcare.com with content on soul care, spiritual health, and leader resilience

Podcast Appearances: Multiple podcast interviews on various platforms

Speaking Content: Regular speaking engagements (digital capture to be verified)

Ministry Resources: Assessments, guides, practices, coaching materials

Retreat Content: Transformational retreats at Whisper Ranch

To Be Verified: Video content, newsletter content format, social media content, course content

Content Themes

Primary Themes:

1. Soul Care and Soul Health - Central theme across all work, foundational to lasting resilience

2. Leader Resilience and Burnout Recovery - Addressing exhaustion, isolation, and burnout

3. Spiritual Formation - Pathways and practices for spiritual growth and whole-self flourishing

4. Spiritual Friendship - Importance of spiritual relationships and community

5. Spiritual Practices - Attention, participation, delight, humility, silence, and rest

6. Missional Impact from Healthy Soul - Connection between soul health and missional effectiveness

Theological Focus: Spiritual formation, soul care, leader health, spiritual practices, renewal and restoration

Movement Focus: Soul health movement, leader resilience, spiritual formation, church health

Content Organization

Central Hub: soulcare.com serves as primary content distribution point

- Blog content

- Resources and guides

- Soul health assessments

- Coaching information

- Ministry information

Book-Driven Content: 4 published books provide foundational content that complements blog and ministry resources

Resource Distribution: Structured resource delivery through Soul Care with significant metrics (50,000+ downloads, 10,000+ subscribers)

Content Strategy: Thematic consistency across books, blog, resources, and speaking, with focus on practical application and transformation

Discoverability Assessment

Current Discoverability

Well-Indexed:

- Name searches return multiple results

- Soul Care website appears in search results

- Book titles searchable

- Podcast appearances discoverable

- Author page on churchleaders.com indexed

Search Visibility: Strong visibility for "Mindy Caliguire" searches and "Soul Care" related searches

To Be Assessed: SEO optimization details, content indexing depth, social sharing indicators, backlinks, domain authority metrics

Discoverability Opportunities

Potential Gaps:

- Content may benefit from enhanced SEO optimization

- Cross-platform content connection opportunities

- Social sharing and promotion strategy

- Backlink development opportunities

- Unified content hub for better discoverability

Gap Analysis

Embodied Work vs. Digital Expression

Strong Embodied Work:

- 4 published books

- Co-founder and president of Soul Care ministry

- Regular speaking engagements across U.S. and beyond

- Retreat leader at Whisper Ranch

- Advisor to major organizations (Compassion International, ECFA, NCF)

- Former executive roles at Gloo and Willow Creek Association

- Established reputation in spiritual formation and soul care

Digital Expression:

- Books available digitally (print and digital formats)

- Active blog on soulcare.com

- Multiple podcast appearances (digitally captured)

- Ministry resources available digitally (50,000+ downloads)

- Weekly content for 10,000+ subscribers

- Author page on churchleaders.com

Gaps Identified:

- Extent of digital capture of speaking engagements: To be verified

- Video content: Limited video content identified, significant opportunity

- Course development: Book and teaching content may not be developed into courses

- Content interconnection: Level of explicit content connection to be verified

- Content series: Series development opportunities exist

- Social media strategy: Social media presence and strategy to be verified

Opportunities for Digital Amplification

Speaking to Digital:

- Transcribe talks into articles

- Create video content from speaking

- Develop blog series from speaking themes

- Create resources from speaking content

Book to Digital:

- Develop courses from book content

- Create blog series expanding book themes

- Develop video content from book concepts

- Create study guides and resources

Content Repurposing:

- Repurpose blog content into courses

- Create video from written content

- Develop podcast from blog content

- Create resources from various content forms

Content Series Development:

- Develop blog series on specific themes

- Create learning paths through content

- Build progressive content experiences

- Connect related content pieces

Content Forms Missing:

- Video content (teaching videos, video series, video resources)

- Course content (online courses, structured learning experiences)

- Podcast hosting (own podcast series)

- Enhanced social media content strategy

- Enhanced newsletter content

Movemental Opportunities

What Movemental Would Change

Platform Fragmentation → Unified Content Hub:

- Single platform for all content (books, articles, courses, resources)

- Eliminates need for multiple platform management

- Unified content experience

Content Isolation → Explicit Interconnection:

- Explicit connection between content pieces

- Content series and learning paths

- Cross-referencing between content

- Related content recommendations

Limited Repurposing → Easy Multi-Form Repurposing:

- Seamless repurposing across content forms

- Speaking → articles, courses, resources

- Books → courses, series, resources

- Blog → courses, resources, video

Missing Content Forms → Full Content Form Support:

- Course development capabilities

- Video hosting and distribution

- Podcast hosting

- Enhanced newsletter and social media

Limited Discoverability → Enhanced SEO and Network Effects:

- Enhanced SEO and discoverability tools

- Network effects for content discovery

- Unified search experience

- Content recommendation engine

Fragmented Analytics → Unified Analytics:

- Unified analytics across all content

- Audience insights and engagement metrics

- Content performance tracking

- Network effect measurement

Limited Revenue Models → Multiple Monetization Options:

- Subscription model for content access

- Course monetization

- Content monetization options

- Membership and community features

What Would Remain the Same

Content Ownership and Control:

- Full ownership of all content

- Complete control over content creation and publishing

- No requirement to change existing content

- Freedom to publish or not publish

Voice and Perspective:

- Personal voice and perspective preserved

- Theological positions unchanged

- Content approach and style maintained

- Personal story and journey respected

Existing Content:

- Existing books remain as published

- Existing blog content preserved

- Existing resources maintained

- No content modification required

Relationships and Networks:

- Existing relationships preserved

- Advisory roles maintained (Compassion International, ECFA, NCF)

- Speaking engagements continue

- Ministry partnerships intact

- Church and ministry relationships preserved

Soul Care Ministry:

- Soul Care ministry continues independently

- Ministry identity and mission preserved

- Team and operations unchanged

- Ministry resources and services maintained

- Whisper Ranch retreats continue

Personal Brand and Reputation:

- Personal brand and identity preserved

- Reputation and recognition maintained

- Authority and expertise unchanged

- Established credibility preserved

Professional Activities:

- Speaking engagements continue

- Advisory roles maintained

- Retreat leadership continues

- Coaching services maintained

- All professional activities preserved

Network Effect Potential

High Potential:

- Strong alignment with Movemental's target audience (Christian movement thought leaders, spiritual formation practitioners)

- Established reputation and authority

- Significant existing audience (10,000+ subscribers)

- Valuable content that would benefit from network discovery

- Content themes (soul care, spiritual formation) that connect with other Movemental creators

- Potential for cross-promotion and collaboration

Network Benefits:

- Content discovery by Movemental network

- Cross-promotion with related creators

- Network-driven recommendations

- Community engagement and discussion

- Increased visibility and reach

- Potential collaboration opportunities

Specific Opportunities for Mindy Caliguire

Content Repurposing Opportunities

1. **Speaking → Articles**: Transcribe talks into articles, develop blog series from speaking themes

2. **Books → Courses**: Develop courses from book content, create study guides and learning experiences

3. **Blog → Courses**: Develop courses from blog content, create learning paths

4. **Content → Video**: Create video from written content, develop video series

5. **Content → Podcast**: Host podcast expanding on content, develop podcast series

Content Expansion Opportunities

1. **Series Development**: Blog series, resource series, course series, cross-platform content series

2. **Theme Expansion**: Expand on soul care practices, leader resilience, spiritual formation, burnout recovery

3. **Content Forms**: Video content, course creation, podcast hosting, enhanced newsletter and social media

Ecosystem Building Opportunities

1. **Content Interconnection**: Explicit cross-referencing, content series, learning paths, related content recommendations

2. **Content Organization**: Unified content hub, thematic organization, progressive content experiences

3. **Network Integration**: Connection to Movemental network, cross-promotion, network-driven discovery

Discovery Opportunities

1. **SEO and Discoverability**: Enhanced SEO optimization, improved content indexing, better search visibility

2. **Network Effects**: Network-driven content discovery, cross-promotion, network recommendations

3. **Content Promotion**: Social sharing features, content promotion tools, audience engagement

Monetization Opportunities

1. **Subscription Model**: Content subscription access, premium content tiers, membership benefits

2. **Course Monetization**: Paid course offerings, course bundles, certification programs

3. **Content Monetization**: Premium content access, resource monetization, content packages

4. **Community Monetization**: Community membership, exclusive content access, community features

What We Will NOT Do

Boundaries and Limitations

- **No Content Modification**: Existing content remains unchanged unless Mindy chooses to modify it

- **No Voice Change**: Personal voice and perspective completely preserved

- **No Relationship Changes**: All existing relationships and partnerships remain intact

- **No Ministry Changes**: Soul Care ministry continues independently with full autonomy

- **No Brand Changes**: Personal brand and reputation remain unchanged

- **No Prescriptive Recommendations**: Research supports discernment, doesn't prescribe actions

- **No Automated Decisions**: All decisions remain with Mindy and her team

What Remains Entirely Mindy's

- Content ownership and control

- Voice and theological positions

- Existing content and resources

- Relationships and networks

- Soul Care ministry operations

- Personal brand and reputation

- Professional activities and engagements

- Decision-making authority

Research Notes

Confidence Level: High

High Confidence Areas:

- Identity verification (multiple sources confirm)

- Role and affiliations (well-documented)

- Published works (4 books confirmed)

- Ministry metrics (specific numbers provided)

- Primary digital presence (soulcare.com confirmed)

Areas Requiring Further Verification:

- Detailed blog content analysis (requires site visit)

- Social media presence (requires platform verification)

- Video content locations (requires platform search)

- Speaking engagement content capture (requires event/platform search)

- Newsletter content format (requires access verification)

- SEO and analytics metrics (requires tool-based assessment)

Research Limitations

- Research based on publicly available information only

- Some detailed content analysis requires direct site access

- Social media and platform verification requires account access

- Historical content may not be fully accessible

- Content may have changed since research date (January 4, 2026)

Research conducted: January 4, 2026

Confidence Level: High

Sources: See sources.md