

Michael Frost - 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 help Christians and churches live missionally in post-Christian contexts. You teach, write, and form leaders in missional theology, cultural exegesis, and practical frameworks for missional living.

I see your work at the Tinsley Institute at Morling College, where you serve as founding director, and through Forge Mission Training Network, which you co-founded and where you serve as international director. Your books—including “The Shaping of Things to Come” with Alan Hirsch, “Exiles: Living Missionally in a Post-Christian Culture,” “Surprise the World: The Five Habits of Highly Missional People,” and “The Road to Missional”—along with your BELLS framework and your missional community [smallboatbigsea](https://smallboatbigsea.com), are anchored at mikefrost.net.

I notice you return to the connection between theory and practice: how missional theology meets daily habits, how cultural exegesis informs contextual ministry, how academic teaching informs community formation. Your work exists in seminary classrooms where you teach, at conferences where you speak

internationally, across your personal website and blog, in your published books, through Forge training materials and smallboatbigsea community practices.

What tends to get lost is continuity. Conference talks may not become articles beyond what you already write. Training sessions may not become accessible content. Teaching insights may not connect clearly to your published work. The patterns you see in community may not flow into your written content.

Until very recently, bridging this gap meant creating systems, hiring help, and dedicating time that teachers and community 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: Michael Frost

Research Date: January 4, 2026

Content Thematic Analysis

Primary Themes

1. Missional Theology & Practice

- Missional-incarnational approaches to church and mission
- Post-Christendom church and mission
- Missional living frameworks (BELLS method)
- Contextual ministry and cultural exegesis

2. Cultural Exegesis & Contextual Ministry

- Understanding cultural context for ministry
- Reading “signs” in communities (billboards, advertisements, graffiti, political signs)
- Understanding demographic, diversity, voice, and values of places

- Creating contextual ministry responses rather than generic religious services

3. Missional Living & Daily Practices

- BELLS framework: Bless, Eat, Listen, Learn, Sent
- Integrating evangelism into daily life
- Practical habits for missional living
- Natural and fulfilling evangelism practices

4. Post-Christian Culture & Exile

- Living missionally in post-Christian society
- Christians as exiles in contemporary culture
- Reimagining Christian community as monastic missionary order
- Trinitarian theology, covenantal expression, catholic orientation, missional intention

5. Church Innovation & Transformation

- Shaping the future of church (The Shaping of Things to Come)
- Road to missional transformation (The Road to Missional)
- Missional church development
- Church transition and renewal

6. Discipleship & Faith Formation

- Learning Christ (as part of BELLS)
- Commitment to learning about Jesus and His teachings
- Listening to the Holy Spirit
- Faith integration into daily life

Theological Focus Areas

- **Missiology:** Missional theology, missional-incarnational approaches
- **Ecclesiology:** Missional church, post-Christendom ecclesiology
- **Cultural Theology:** Cultural exegesis, contextual ministry
- **Practical Theology:** Missional living, daily practices, frameworks for action

Movement Focus

- **Missional Church Movement:** Leading voice in the movement
- **Church Planting & Multiplication:** Through Forge Mission Training Network
- **Leadership Development:** Training missional leaders
- **Community Formation:** Missional communities (smallboatbigsea example)
- **Movement Training:** Forge Mission Training Network, Tinsley Institute

Recurring Topics and Subjects

1. **BELLS Framework:** Central framework for missional living (Bless, Eat, Listen, Learn, Sent)
2. **Cultural Exegesis:** Reading and interpreting cultural signs and contexts
3. **Post-Christian Ministry:** Adapting to post-Christendom context
4. **Missional Communities:** Forming and sustaining missional communities
5. **Daily Missional Practices:** Integrating mission into everyday life
6. **Contextual Responses:** Creating ministry responses specific to cultural contexts

Content Organization Analysis

How Content is Organized

Personal Website (mikefrost.net):

- Blog/articles (organizational structure to be verified)
- Book information and promotion
- Speaking engagement information
- Resources and frameworks

Book Publications:

- Thematic books on missional topics
- Progression from theory to practice (The Shaping of Things to Come → Exiles → The Road to Missional → Surprise the World)
- Co-authored works with Alan Hirsch
- Solo works on specific topics

Organizational Content:

- Training materials (Forge Mission Training Network)
- Mission study resources (Tinsley Institute)
- Community resources (smallboatbigsea)

Content Strategy Assessment

Appears to have clear strategy:

- Progression from theoretical foundations to practical frameworks
- Development of specific tools and methods (BELLS framework)

- Focus on practical application and daily practices
- Integration of academic/theoretical with practical/embodied work

Content Series:

- BELLS framework developed across multiple works
- Missional church theme runs through multiple books
- Cultural exegesis theme appears in multiple works

Cross-Referencing:

- Framework development across books (BELLS appears in Exiles and Surprise the World)
- Thematic consistency across works
- Building on previous concepts (to be verified through book content review)

Content Gaps (to be identified):

- Potential gaps between embodied work (speaking, training, community) and digital expression
- Potential opportunities for content repurposing (conference talks → articles, training → courses)
- Potential gaps in content forms (videos, podcasts, courses)

Voice & Style Analysis

Writing Style

Observed Characteristics:

- **Accessible:** Practical and applicable (BELLS framework)

- **Pastoral:** Focus on practical ministry and daily living
- **Theological:** Grounded in missional theology while remaining accessible
- **Practical:** Emphasis on frameworks, methods, and daily practices
- **Observational:** Cultural exegesis approach suggests careful observation and reflection

Tone and Approach

- **Practical and Action-Oriented:** Focus on “what to do” (BELLS habits)
- **Respectful of Context:** Emphasis on cultural exegesis and contextual ministry
- **Encouraging:** Framing missional living as natural and fulfilling
- **Thoughtful:** Consideration of post-Christian context and cultural shifts

Theological Positioning

Observable Characteristics (not judged):

- Missional theology framework
- Post-Christendom perspective
- Emphasis on contextual ministry
- Trinitarian theology (mentioned in connection with missional communities)
- Catholic orientation (mentioned in connection with missional communities)
- Covenantal expression (mentioned in connection with missional communities)

Audience Level

- **Popular:** Accessible frameworks (BELLS) for general Christian audience

- **Practitioner:** Focus on practical application for church leaders and missional practitioners
- **Academic:** Academic role (Tinsley Institute) and theological depth
- **Movement Leader:** Targeting those shaping Christian movement

Discoverability Assessment

SEO Indicators

Website (mikefrost.net):

- Personal domain with name (good for brand recognition)
- Active blog content (indicates ongoing content creation)
- Book titles and frameworks likely optimized (to be verified)

Book Titles:

- Descriptive titles indicating content (*The Shaping of Things to Come, Surprise the World, Exiles*)
- Searchable keywords in titles (missional, exile, post-Christian)

Content Indexing

Appears in Search Results:

- Wikipedia article (Michael Frost (minister))
- Website mikefrost.net appears in search results
- Book references and reviews appear in search results
- Articles and blog content appear in search results

Social Sharing Indicators

- To be verified (social media presence and sharing patterns)

Backlinks and References

- Wikipedia article references multiple sources
- Book co-authorship with Alan Hirsch creates cross-references
- Forge Mission Training Network connections
- Academic/institutional connections (Morling College, Tinsley Institute)

Domain Authority Indicators

- Established website (mikefrost.net)
- Long-term presence (20+ years in missional movement)
- Multiple book publications
- Institutional affiliations
- Organizational leadership roles

Ecosystem Analysis

Content Working Alone or as Connected Ecosystem?

Connected Ecosystem Elements:

- **Book Series:** Thematic progression across books (to be verified)

- **Framework Development:** BELLS framework appears across multiple works
- **Organizational Integration:** Content connected to Forge, Tinsley Institute, smallboatbigsea
- **Collaboration:** Co-authoring with Alan Hirsch creates ecosystem connections

Potential Disconnections:

- Conference talks/presentations may not be digitally captured
- Training materials may not be publicly available
- Community resources (smallboatbigsea) may be separate from public content
- Articles/blog may not reference speaking/training content

Cross-References Between Content Pieces

Observed Connections:

- BELLS framework connects Exiles and Surprise the World
- Missional church theme runs through multiple books
- Cultural exegesis appears in blog articles and likely in books

Potential Cross-Reference Opportunities:

- Articles referencing book content
- Book content referencing frameworks and methods
- Blog content connecting to speaking/training topics

Connections to Other Authors/Leaders

- **Alan Hirsch:** Co-author on multiple books, collaboration in missional movement

- **Forge Mission Training Network:** Network of missional leaders and trainers
- **Missional Church Movement:** Connected to broader movement leaders
- **Academic Community:** Connections through Tinsley Institute and Morling College

Institutional Partnerships

- **Morling College:** Tinsley Institute location
- **Forge Mission Training Network:** Co-founder and international director
- **smallboatbigsea:** Founder and ongoing connection
- **Publishers:** Multiple book publishers (to be verified)

Community Engagement

To Be Verified:

- Blog comments and discussions
- Social media engagement
- Training/teaching interaction
- Community participation (smallboatbigsea)

Content Themes Summary

Core Message

Help Christians and churches live missionally in post-Christian contexts through practical frameworks, cultural understanding, and daily practices.

Key Contributions

1. BELLS framework for missional living
2. Cultural exegesis approach to ministry
3. Post-Christendom missional theology
4. Practical missional community models
5. Integration of theory and practice

Content Strengths

- Practical frameworks (BELLS)
- Accessible theological depth
- Long-term consistency in themes
- Integration of embodied practice (community, training) with written content
- Focus on daily practices and habits

Content Opportunities

- Potential to expand content forms (videos, podcasts, courses)
- Opportunity to repurpose speaking/training content
- Potential for content series development
- Opportunity for ecosystem connection and cross-referencing

Digital Presence Discovery

Digital Presence Discovery: Michael Frost

Research Date: January 4, 2026

Website Presence

Primary Website

- mikefrost.net
 - Status: Active (verified through web navigation)
 - Purpose: Personal brand, blog, book promotion, speaking information, resources
 - Structure: Includes blog/articles, book information, speaking engagements, resources
 - Content: Blog posts, articles, book information, speaking schedule, missional resources
 - Referenced as official website in multiple search results
 - Known blog content includes articles on cultural exegesis and missional living

Organizational Websites

- **Tinsley Institute** (at Morling College)
 - Mission study center
 - Michael Frost serves as founding Director
 - Status: To be verified (website URL to be discovered)
 - Content: Mission studies, training resources, academic content
- **Forge Mission Training Network**
 - Mission training network
 - Michael Frost co-founded in 1999
 - Michael Frost serves as international director
 - Status: To be verified (website URL to be discovered)
 - Content: Mission training resources, leadership development
- **smallboatbigsea**
 - Missional Christian community in Manly, Sydney
 - Founded by Michael Frost in 2002
 - Status: To be verified (website/online presence to be discovered)
 - Content: Community resources, missional practices

Publisher Websites

- **Book Publishers** (to be verified)
 - Multiple publishers likely (20+ books published)
 - Publisher websites with author pages (to be discovered)

Academic Institution Websites

- **Morling College**
 - Tinsley Institute located at Morling College
 - Status: To be verified
 - Content: Academic resources, mission studies information

Social Media Platforms

To Be Verified

- Twitter/X profile
- Facebook profile
- LinkedIn profile
- Instagram profile
- YouTube channel(s) - personal vs. institutional

Publishing Platforms

Books

- **Multiple Published Books:** 20+ books identified (author or editor)
- **Publishers:** Multiple (to be verified)
- **Co-authors:** Alan Hirsch (multiple books including *The Shaping of Things to Come*)
- **Amazon Author Page:** To be verified

- **Goodreads:** To be verified

Known Publications

1. *The Shaping of Things to Come* (2003) - co-authored with Alan Hirsch
2. *Exiles: Living Missionally in a Post-Christian Culture* (2006)
3. *The Road to Missional* (2011)
4. *Surprise the World: The Five Habits of Highly Missional People* (2016)
5. Additional books: ~16+ more (titles to be discovered)

Content Framework: BELLS method (Bless, Eat, Listen, Learn, Sent) introduced in *Surprise the World*

Content Forms Discovered

Books

- 20+ published books (solo and co-authored)
- Focus areas: Missional theology, missional-incarnational approaches, cultural exegesis, missional living, post-Christian culture
- Seminal texts on missional church and mission

Blog/Articles

- Personal blog on mikefrost.net (active)
- Known articles include:
 - “Please Lord, send me a sign” (article on cultural exegesis)
 - Multiple blog posts on missional topics (to be quantified)

Academic/Institutional Content

- Director of Tinsley Institute (mission study center)
- Mission training resources through Forge Mission Training Network
- Academic content through Morling College (to be verified)

Community/Organizational Content

- Missional community resources (smallboatbigsea)
- Training materials (Forge Mission Training Network)
- Mission study resources (Tinsley Institute)

To Be Discovered

- Sermons/talks (audio, video, transcripts)
- Conference talks/presentations
- Courses/training materials
- Podcasts (as host or guest)
- Video content (YouTube, Vimeo, institutional)
- Newsletter content
- Social media content volume and engagement
- Academic papers/articles
- Interview appearances

Platform Distribution

Confirmed Platforms

1. Personal website (mikefrost.net) - Active
2. Blog content (mikefrost.net) - Active

Platforms to Verify

- Blogging platforms: Personal blog on mikefrost.net (confirmed active)
- Video platforms: YouTube, Vimeo (personal or institutional channels)
- Audio platforms: Podcasts (Apple Podcasts, Spotify) - as host or guest
- Course platforms: Teachable, Thinkific, institutional LMS
- Newsletter platforms: Mailchimp, ConvertKit, Substack
- Academic platforms: Academia.edu, ResearchGate, institutional repositories
- Social media: Twitter/X, Facebook, LinkedIn, Instagram
- Ministry platforms:
 - Tinsley Institute website (to be verified)
 - Forge Mission Training Network website (to be verified)
 - smallboatbigsea website/online presence (to be verified)
 - Morling College website (to be verified)
- Publishing platforms:
 - Amazon author page (to be verified)
 - Goodreads author page (to be verified)
 - Publisher websites (to be verified)

Content Volume Assessment

Known Content

- **Books:** 20+ published books (author or editor)
- **Blog Articles:** Active blog on mikefrost.net (exact count to be verified)
- **Organizational Resources:** Training materials (Forge), mission study resources (Tinsley Institute)
- **Community Resources:** smallboatbigsea missional community resources
- **Speaking:** International speaker (exact frequency/volume to be verified)

To Be Assessed

- Number of published blog posts/articles (beyond known examples)
- Number of conference talks/presentations
- Video content volume (lectures, talks, interviews)
- Podcast episodes (as host or guest)
- Course/training material volume
- Newsletter content (if exists)
- Social media content volume
- Academic paper/article count

Content Frequency/Recency

Blog

- Active blog on mikefrost.net
- Recent articles include cultural exegesis content
- Exact posting frequency to be verified

Books

- Publishing span: 2003-2016+ (known books)
- Most recent known: *Surprise the World* (2016)
- Additional books after 2016 to be verified

Other Content

- Speaking engagements: Ongoing (to be verified for frequency)
- Other content forms: Frequency to be assessed

Digital Presence Characteristics

Strengths

- Established personal website (mikefrost.net) with active blog
- Extensive book publishing (20+ books)
- Organizational presence (Tinsley Institute, Forge Mission Training Network)

- Practical missional frameworks (BELLS method)
- Long-term digital presence (20+ years in missional movement)

Areas for Discovery

- Social media presence and engagement
- Video content availability
- Podcast presence
- Newsletter/email list
- Course offerings
- Speaking engagement digital recordings
- Article publications beyond personal blog

Notes

- Website mikefrost.net is actively maintained with blog content
- Strong connection to Forge Mission Training Network (co-founder and international director)
- Established academic role through Tinsley Institute at Morling College
- Practical missional community experience through smallboatbigsea
- Significant book publishing record (20+ books)
- Known collaborator with Alan Hirsch (co-author on multiple books)
- Framework developer (BELLS method for missional living)
- Focus on cultural exegesis and contextual ministry (evident in blog content)

Gap Analysis

Gap Analysis: Michael Frost

Research Date: January 4, 2026

Embodied Work Indicators

Teaching/Speaking Engagements

- **International Director of Forge Mission Training Network:** Ongoing training and teaching
- **International Speaker:** Frequent speaking engagements (exact frequency to be verified)
- **Conference Presentations:** Speaking at conferences (to be verified for volume and frequency)
- **Training Sessions:** Through Forge and Tinsley Institute

Pastoral/Ministry Roles

- **Founding Director, Tinsley Institute:** Leadership and teaching role
- **International Director, Forge Mission Training Network:** Training and leadership development

- **Founder, smallboatbigsea:** Practical missional community leadership (2002-present)
- **Baptist Minister:** Pastoral role (specific congregation/church to be verified)

Institutional Affiliations

- **Morling College:** Tinsley Institute located at Morling College
- **Forge Mission Training Network:** Co-founder (1999) and international director
- **smallboatbigsea:** Founder and ongoing connection (2002-present)

Movement/Network Participation

- **Missional Church Movement:** Leading voice in the movement
- **Forge Mission Training Network:** International network participation
- **Missional Community Movement:** Through smallboatbigsea and advocacy

Book Publications

- **20+ Published Books:** Established print presence
- **Seminal Works:** *The Shaping of Things to Come, Exiles, Surprise the World, The Road to Missional*
- **Co-authored Works:** Multiple books with Alan Hirsch

Established Reputation/Recognition

- **Leading Voice:** Recognized as leading voice in missional church movement
- **20+ Years:** Long-term presence in missional movement (since at least 1999)

- **Framework Developer:** BELLS framework widely referenced
- **International Recognition:** International director role, international speaking

Digital Expression Analysis

How Much of Embodied Work is Represented Digitally?

Well Represented:

- **Books:** All published books available in digital formats (print, e-book)
- **Framework Content:** BELLS framework and missional concepts well-documented in books
- **Blog Articles:** Active blog on mikefrost.net with articles (cultural exegesis, missional topics)

Partially Represented:

- **Organizational Content:** Some content through organizational websites (Forge, Tinsley Institute) but extent unclear
- **Community Resources:** smallboatbigsea resources may be partially available

Potentially Missing or Limited:

- **Conference Talks:** Speaking presentations may not be digitally captured or published
- **Training Sessions:** Forge training content may not be publicly available
- **Community Practices:** smallboatbigsea practices and experiences may not be fully documented

- **Academic Lectures:** Tinsley Institute teaching content may not be publicly available

Are Sermons/Talks Transcribed and Published?

- **Status:** To be verified
- **Opportunity:** Conference talks and training sessions could be transcribed and published as articles
- **Potential:** Speaking content could expand blog/article offerings

Are Insights from Teaching Captured in Articles?

- **Partial:** Some insights appear in blog articles (cultural exegesis, missional topics)
- **Gap:** Extensive teaching and training may not be fully captured in articles
- **Opportunity:** Training insights could be developed into article series

Is There a Digital Extension of Live Teaching?

- **Status:** To be verified
- **Potential Gap:** Training and teaching sessions may not have digital follow-up resources
- **Opportunity:** Course offerings, resource libraries, or extended content

Are Ideas from Books Developed Further Online?

- **Partial:** Blog articles reference and expand on book concepts (BELLS, cultural exegesis)
- **Gap:** Book ideas may not be systematically expanded in online content
- **Opportunity:** Book concepts could be developed into article series, courses, or extended resources

Is There Continuity Between Different Content Forms?

- **Some Continuity:** BELLS framework appears across books and likely in teaching
- **Gap:** Conference talks, training sessions, and articles may not be systematically connected
- **Opportunity:** Content forms could be more intentionally cross-referenced and connected

Gap Identification

What Exists in Embodied Work But Not Digitally?

Potential Gaps:

1. **Conference Presentations:** Extensive speaking may not be captured digitally

2. **Training Content:** Forge training materials may not be publicly available
3. **Teaching Sessions:** Tinsley Institute teaching may not be documented
4. **Community Practices:** smallboatbigsea community experiences and practices may not be fully documented
5. **Q&A Sessions:** Questions and discussions from teaching/speaking may not be captured
6. **Workshop Materials:** Training workshop content may not be available digitally
7. **Case Studies:** Real-world examples and stories may not be documented

What Digital Content Exists But Isn't Connected?

Potential Disconnections:

1. **Blog Articles vs. Books:** Articles may not systematically reference book content
2. **Books vs. Speaking:** Speaking topics may not reference specific book chapters or concepts
3. **Organizational Content:** Forge and Tinsley Institute content may be separate from personal website
4. **Community Content:** smallboatbigsea resources may be separate from other content
5. **Framework Content:** BELLS framework may not be connected across all content forms

What Opportunities Exist for Digital Amplification?

Content Repurposing:

1. **Conference Talks** → **Articles**: Speaking presentations could become blog articles or extended pieces
2. **Training Sessions** → **Courses**: Training content could be developed into online courses
3. **Teaching** → **Blog Series**: Academic teaching could become article series
4. **Community Practices** → **Case Studies**: Community experiences could become documented case studies
5. **Q&A** → **FAQ/Resources**: Common questions could become resource content
6. **Workshops** → **Resources**: Workshop materials could become downloadable resources

Content Expansion:

1. **BELLS Framework**: Could expand into video series, course, or interactive resources
2. **Cultural Exegesis**: Could expand into practical guides, tools, or examples
3. **Missional Communities**: Could expand into guides, case studies, or resources
4. **Book Topics**: Individual book topics could expand into article series or courses

What Content Forms are Missing?

Potential Missing Forms:

1. **Video Content:** Conference talks, training sessions, or teaching could be video recorded
2. **Podcasts:** Could host podcast or be regular guest on missional podcasts
3. **Online Courses:** Training content could become structured online courses
4. **Newsletter:** Could have regular newsletter connecting all content
5. **Resource Library:** Could curate resources, tools, and downloads
6. **Interactive Tools:** BELLS framework or cultural exegesis could become interactive tools
7. **Video Series:** Teaching or training could become structured video series

What Discoverability Gaps Exist?

Potential Gaps:

1. **Content Scattered:** Content may be across multiple platforms without unified hub
2. **Limited Searchability:** Older content may not be easily discoverable
3. **No Content Hub:** May lack single location for all content discovery
4. **Limited Cross-Platform Connection:** Platforms may not reference each other
5. **No Content Roadmap:** May lack clear path for discovering content progression

Connection Gaps

Are Content Pieces Isolated or Connected?

Some Connection:

- BELLS framework appears across multiple works
- Thematic consistency across books
- Blog articles reference book concepts

Potential Isolation:

- Conference talks may be standalone
- Training sessions may not reference other content
- Community resources may be separate
- Articles may not systematically cross-reference

Are There Opportunities for Content Repurposing?

High Opportunity:

1. **Speaking** → **Articles**: Extensive speaking could become article library
2. **Training** → **Courses**: Training content could become structured courses
3. **Teaching** → **Resources**: Academic content could become resource library
4. **Community** → **Case Studies**: Community experiences could become documented examples

Are There Series That Could Be Developed?

Potential Series:

1. **BELLS Deep Dive**: Series exploring each element of BELLS framework
2. **Cultural Exegesis**: Series on reading and interpreting cultural signs
3. **Missional Community Formation**: Series on forming and sustaining missional communities

4. **Post-Christendom Ministry:** Series on adapting to post-Christian contexts
5. **Book Discussion Series:** Series discussing and expanding on book topics

Are There Themes That Could Be Expanded?

Expandable Themes:

1. **Practical Missional Living:** Daily practices and habits
2. **Contextual Ministry:** Cultural exegesis and adaptation
3. **Community Formation:** Missional community models and practices
4. **Leadership Development:** Training and developing missional leaders
5. **Movement Participation:** Engaging with and shaping movements

Summary of Gaps

Primary Gaps

1. **Embodied Work Not Captured:** Extensive teaching, training, and speaking may not be digitally captured
2. **Content Forms:** Limited video, podcast, course offerings
3. **Content Connection:** Opportunities for better cross-referencing and ecosystem building
4. **Content Repurposing:** High opportunity to repurpose speaking/training into articles/courses
5. **Discoverability:** Potential for unified content hub and better organization

Opportunities

1. **Digital Amplification:** Capture and amplify extensive embodied work
2. **Content Expansion:** Expand frameworks and themes into multiple content forms
3. **Ecosystem Building:** Better connect and cross-reference all content
4. **Resource Development:** Create downloadable resources, tools, and guides
5. **Series Development:** Develop systematic series around key themes

What Would Remain Entirely Embodied

- **Live Community:** smallboatbigsea community life and relationships
 - **In-Person Training:** Live training sessions and workshops
 - **Personal Interactions:** One-on-one mentoring and relationships
 - **Conference Experience:** Live conference participation and networking
 - **Academic Teaching:** In-person classroom experiences
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Identity Verification

Identity Verification: Michael Frost

Research Date: January 4, 2026

Primary Identity Confirmed

Name: Michael Frost

Born: 1961

Location: Sydney, Australia

Primary Role: Australian Baptist minister, missiologist, and theologian

Identity Confirmation

Confidence Level: High

Michael Frost is confirmed as the Australian Baptist minister, missiologist, and theologian who is a leading voice in the missional church movement. This identity is distinct from other individuals with the same name (footballer, cricketer, pilot, musician, etc.) through clear distinguishing factors:

Distinguishing Factors

Geographic Location: Sydney, Australia

Institutional Affiliations:

- Founding Director of the Tinsley Institute at Morling College, Sydney, Australia
- Tinsley Institute is a mission study center
- Associated with Morling College (theological education institution)

Professional Roles:

- Baptist minister
- Missiologist

- Theologian
- Author (20+ theological books)
- International speaker

Movement/Network Participation:

- Leading voice in the missional church movement
- Co-founder (1999) of Forge Mission Training Network
- International director of Forge Mission Training Network
- Founder (2002) of smallboatbigsea, a missional Christian community in Manly, Sydney

Published Works:

- Author or editor of 20+ theological books
- Notable books include:
 - *The Shaping of Things to Come* (2003) - co-authored with Alan Hirsch
 - *Exiles: Living Missionally in a Post-Christian Culture* (2006)
 - *The Road to Missional* (2011)
 - *Surprise the World: The Five Habits of Highly Missional People* (2016)

Key Contributions:

- Developed the BELLS framework (Bless, Eat, Listen, Learn, Sent) for missional living
- Pioneer in missional-incarnational approaches to church and mission
- Emphasis on cultural exegesis and contextual ministry

Digital Presence:

- Personal website: mikefrost.net
- Active in missional church movement discourse

Social Activism:

- Involved in social activism, including protests against Australia's treatment of refugees
- Arrested in 2016 during a prayer vigil at the office of then-Prime Minister Malcolm Turnbull

Other Potential Matches (Excluded)

Multiple other individuals named Michael Frost were identified in search results but excluded based on:

- Different professional fields (footballer, cricketer, pilot, financial advisor, real estate broker, musician, film editor, CPA)
- Different geographic locations (United States, South Africa, etc.)
- Different areas of expertise (not related to Christian ministry or missiology)

Verification Method

Identity verified through:

- Wikipedia article (Michael Frost (minister))
- Personal website (mikefrost.net)
- Multiple book publications and references
- Institutional affiliations (Tinsley Institute, Morling College)
- Movement associations (Forge Mission Training Network, missional church movement)
- Cross-referencing with known collaborator (Alan Hirsch)

Alignment with Movemental's Target Audience

High Alignment: Michael Frost is a perfect fit for Movemental's target audience:

- Christian movement thought leader ✓
- Author of theological/missional books ✓
- Practitioner (founder of missional community, director of mission institute) ✓
- Teacher/speaker (international director of Forge, academic role) ✓
- Shapes Christian movement through ideas, teaching, writing, and leadership ✓

Basic Identifiers

Primary Location: Sydney, Australia (Manly area specifically, based on smallboatbigsea location)

Current Roles:

- Founding Director, Tinsley Institute (mission study center at Morling College)
- International Director, Forge Mission Training Network
- Founder, smallboatbigsea (missional Christian community)
- Author and theologian

Denominational Affiliation: Baptist (Australian Baptist)

Academic/Theological Focus: Missiology, missional church, contextual ministry, cultural exegesis

Movement Affiliation: Missional church movement (leading voice)

Notes

- Born 1961, making him approximately 64-65 years old (as of 2026)
 - Has established reputation in missional church movement over 20+ years
 - Known collaborator with Alan Hirsch (co-author of *The Shaping of Things to Come*)
 - Actively engaged in both theoretical (academic, writing) and practical (community founder, movement director) aspects of missional work
-

Movemental Analysis

Movemental-Specific Analysis: Michael Frost

Research Date: January 4, 2026

Platform Gaps Assessment

Current Platform Limitations

Potential Limitations:

1. **Platform Fragmentation:** Content may be scattered across multiple platforms (personal website, organizational websites, publisher sites, academic platforms)
2. **Platform Ownership:** Mix of owned (mikefrost.net) and rented platforms (social media, publisher sites)
3. **Content Silos:** Books, blog articles, organizational resources, training materials, community content may exist in separate silos
4. **Discoverability:** Content may not be easily discoverable across platforms
5. **Cross-Platform Integration:** Limited integration between personal website, organizational platforms, and other content locations

Platform Fragmentation

Current Distribution:

- Personal website (mikefrost.net)
- Organizational websites (Tinsley Institute, Forge Mission Training Network, smallboatbigsea - to be verified)
- Publisher websites (multiple book publishers)
- Academic institution websites (Morling College)
- Potential social media platforms
- Conference platforms

Fragmentation Impact:

- Content scattered across multiple locations
- No single content hub for all content
- Difficult to discover all content in one place
- Limited cross-platform connection
- Blog articles separate from organizational content

- Books separate from blog articles
- Training content separate from public content

Platform Ownership

Owned Platforms:

- mikefrost.net (personal website)
- Organizational websites (Tinsley Institute, Forge, smallboatbigsea - if owned)

Rented Platforms:

- Social media platforms (Twitter, Facebook, LinkedIn, Instagram - if active)
- Publisher platforms (book publisher websites)
- Academic platforms (institution websites)
- Video platforms (YouTube, Vimeo - if active)
- Podcast platforms (if active)

Ownership Implications:

- Some content on platforms not fully controlled
- Platform changes could affect content accessibility
- Limited control over platform features and limitations
- Blog content on owned platform (good), but other content on rented platforms

Revenue Model Gaps

Current Revenue Models (to be verified):

- Book sales
- Training/consulting (Forge, Tinsley Institute)

- Conference speaking fees
- Academic teaching (if applicable)

Potential Gaps:

- Limited direct content monetization (blog content likely free)
- No subscription model for content
- No course monetization (if courses exist)
- Limited direct-to-audience revenue beyond book sales
- Training may be organization-based rather than personal revenue

Analytics Gaps

Potential Analytics Limitations:

- Limited cross-platform analytics
- No unified view of content performance
- Limited audience insights across platforms
- No content journey tracking
- Book sales analytics separate from website analytics
- Training/teaching analytics separate from content analytics

Movemental Fit Analysis

Which Gaps Does Movemental Specifically Address?

Platform Fragmentation:

- Movemental could provide unified content platform
- Single content hub for all content (books, articles, training, courses)
- Cross-platform content integration
- Unified content discovery
- Connect blog articles, books, training content, speaking content

Content Silos:

- Movemental could connect books, blog articles, organizational resources, training materials, community content
- Content interconnection and cross-referencing
- Thematic content organization
- Content series development
- Connect BELLS framework content across all forms
- Connect cultural exegesis content across all forms

Discoverability:

- Movemental could improve SEO and content indexing
- Content optimization for search
- Content hub for discoverability
- Network effects for content discovery
- Better organization of 20+ books and blog content
- Easier discovery of frameworks and concepts

Content Repurposing:

- Movemental could facilitate content repurposing
- Conference talks → articles
- Training sessions → courses

- Teaching content → blog posts
- Community practices → case studies
- BELLS framework → interactive course
- Cultural exegesis → practical guides

Content Forms:

- Movemental could expand content forms
- Video content from speaking/teaching
- Podcast content
- Online courses from training
- Interactive tools for frameworks
- Resource libraries

What Would Meaningfully Change with Movemental?

Content Organization:

- Unified content hub connecting all content forms
- Thematic organization (BELLS, cultural exegesis, missional communities, etc.)
- Content series development across forms
- Cross-referencing between books, articles, training, courses

Content Repurposing:

- Speaking content could become articles or courses
- Training content could become structured courses
- Teaching content could become resources

- Community practices could become documented case studies

Discoverability:

- Single platform for content discovery
- Better SEO and searchability
- Network effects for content discovery
- Clear content roadmap and progression

Content Expansion:

- Frameworks (BELLS) could expand into interactive courses
- Cultural exegesis could become practical tools
- Missional community content could become guides
- Book topics could expand into article series

Ecosystem Building:

- Connect all content in one ecosystem
- Cross-reference books, articles, training, courses
- Develop content series around themes
- Create content journey for readers/learners

What Would Remain Entirely Michael Frost's (Not Changed)?

Voice and Control:

- All content remains Michael Frost's voice and perspective
- Complete control over content creation and publication
- Decisions about what to publish and when

- Editorial control over all content

Theological Positions:

- Missional theology framework preserved
- Post-Christendom perspective maintained
- BELLS framework and methods remain his
- Cultural exegesis approach preserved
- All theological positions and perspectives remain intact

Existing Content:

- Existing books remain as published
- Existing blog articles remain as written
- Existing frameworks (BELLS) remain his creation
- All existing content preserved and respected

Relationships and Networks:

- Relationships with Forge Mission Training Network preserved
- Tinsley Institute role and relationships maintained
- smallboatbigsea community relationships intact
- Academic relationships (Morling College) preserved
- Collaboration with Alan Hirsch and others maintained
- Speaking and conference relationships continue

Organizational Roles:

- Forge Mission Training Network role remains
- Tinsley Institute directorship continues
- smallboatbigsea community connection maintained
- Academic affiliations preserved

Personal Brand:

- mikefrost.net can continue as personal website
- Personal brand and identity preserved
- Ownership and control of content maintained

Opportunity Identification

Content Repurposing Opportunities

High Potential:

1. **Conference Talks** → **Articles**: Extensive speaking could become article library
2. **Training Sessions** → **Courses**: Forge training content could become structured online courses
3. **Teaching Content** → **Resources**: Tinsley Institute teaching could become resource library
4. **Community Practices** → **Case Studies**: smallboatbigsea experiences could become documented examples
5. **BELLS Framework** → **Interactive Course**: Framework could become comprehensive course
6. **Cultural Exegesis** → **Practical Guide**: Approach could become structured guide or tool

Content Expansion Opportunities

Framework Expansion:

1. **BELLS Deep Dive Series:** Series exploring each element (Bless, Eat, Listen, Learn, Sent)
2. **Cultural Exegesis Series:** Series on reading and interpreting cultural signs
3. **Missional Community Formation:** Series on forming and sustaining missional communities
4. **Post-Christendom Ministry:** Series on adapting to post-Christian contexts

Book Topic Expansion:

1. **The Shaping of Things to Come:** Expand concepts into articles or courses
2. **Exiles:** Expand missional community concepts
3. **The Road to Missional:** Expand transformation concepts
4. **Surprise the World:** Expand BELLS framework into interactive content

Ecosystem Building Opportunities

Content Connection:

1. **Cross-Reference Books and Articles:** Connect book concepts to article content
2. **Connect Speaking and Writing:** Link conference talks to related articles or books
3. **Connect Training and Content:** Link training materials to public content
4. **Connect Community and Content:** Link community practices to documented examples

Content Series Development:

1. **BELLS Series:** Comprehensive series on BELLS framework
2. **Cultural Exegesis Series:** Systematic exploration of approach

3. **Missional Community Series:** Guide on forming and sustaining communities
4. **Post-Christendom Series:** Adaptation strategies and practices

Discovery Opportunities

SEO and Searchability:

- Better content organization for search
- Thematic content clusters
- Framework-focused content organization
- Improved discoverability of 20+ books and content

Network Effects:

- Connection to other Movemental users
- Content discovery through network
- Collaboration opportunities
- Movement-wide content amplification

Monetization Opportunities

Content Monetization:

- Subscription access to courses
- Premium content offerings
- Course sales from training content
- Resource downloads
- Extended content beyond free blog

Revenue Diversification:

- Beyond book sales
- Direct-to-audience revenue
- Content-based income
- Course and resource sales

Network Effect Potential

Movement Connection

High Potential:

- Michael Frost is leading voice in missional church movement
- Connection to other missional leaders (Alan Hirsch, Forge network)
- Content discovery through movement network
- Collaboration opportunities with other movement leaders
- Amplification through movement connections

Content Amplification

Network Benefits:

- Content shared within movement network
- Recommendations to other movement leaders
- Cross-pollination of ideas and content
- Movement-wide content discovery
- Collaborative content opportunities

What Would NOT Change

Explicit Boundaries

Remains Michael Frost's:

- All content creation decisions
- Editorial control and voice
- Theological positions and perspectives
- Existing content and publications
- Relationships and networks
- Organizational roles and affiliations
- Personal brand and identity

Movemental's Role:

- Platform and tools for content organization and discovery
- Technical infrastructure for content delivery
- Network connection and amplification
- Content repurposing facilitation
- Ecosystem building support

Partnership, Not Replacement:

- Movemental supports and amplifies existing work
- Does not replace existing platforms or relationships
- Enhances rather than replaces current digital presence
- Adds value without taking control

Movemental Opportunities Summary

Primary Opportunities

1. **Unified Content Hub:** Connect all content forms in one platform
2. **Content Repurposing:** Transform speaking/training into articles/courses
3. **Ecosystem Building:** Connect and cross-reference all content
4. **Discoverability:** Improve SEO and content discovery
5. **Content Expansion:** Develop frameworks into interactive courses and tools
6. **Network Effects:** Connect to other movement leaders and amplify content

What Changes with Movemental

- Content organization and discoverability
- Content repurposing and expansion opportunities
- Ecosystem connection and cross-referencing
- Network connection and amplification

What Remains the Same

- Voice, control, and content decisions
- Theological positions and perspectives
- Existing content and publications
- Relationships, networks, and roles
- Personal brand and identity

Sources

Sources: Michael Frost Research

Research Date: January 4, 2026

Primary Sources

Website Sources

- **mikefrost.net**: Personal website
 - URL: <https://mikefrost.net/>
 - Status: Active (verified through web navigation)
 - Content: Blog articles, book information, speaking information, resources

Wikipedia

- **Michael Frost (minister)**: Wikipedia article
 - URL: [https://en.wikipedia.org/wiki/Michael_Frost_\(minister\)](https://en.wikipedia.org/wiki/Michael_Frost_(minister))
 - Content: Biography, roles, book publications, organizational affiliations
 - Verification: Primary source for identity confirmation and basic information

Articles and Blog Content

- **“Please Lord, send me a sign”**: Blog article on cultural exegesis
 - URL: <https://mikefrost.net/please-lord-send-sign/>
 - Source: mikefrost.net
 - Content: Cultural exegesis approach, reading community signs

Book References

- **Deslegte.com**: Book information
 - URL: <https://www.deslegte.com/surprise-the-world-5043509/>
 - Content: Information about “Surprise the World” and BELLS framework
- **Alison Morgan**: Book reference
 - URL: [https://alisonmorgan.co.uk/Books/Frost 2006.pdf](https://alisonmorgan.co.uk/Books/Frost%202006.pdf)
 - Content: Reference to “Exiles” book and BELLS framework

Search Queries Used

Identity Verification Queries

1. Michael Frost Christian
2. Michael Frost author
3. Michael Frost missional
4. Michael Frost pastor theologian
5. "Michael Frost" speaker movement

Digital Presence Discovery Queries

1. `mikefrost.net` Michael Frost website
2. Michael Frost Twitter X social media
3. Michael Frost YouTube videos talks sermons
4. Michael Frost podcast appearances
5. Michael Frost books Amazon Goodreads
6. "Michael Frost" Tinsley Institute Morling College

Content Discovery Queries

1. `site:mikefrost.net` Michael Frost blog articles
2. Michael Frost Forge Mission Training Network
3. "smallboatbigsea" Michael Frost Manly Sydney
4. Michael Frost articles Christianity Today Leadership Journal
5. "Michael Frost" conference speaker events

Book and Publication Queries

1. "Michael Frost" "The Shaping of Things to Come" "Alan Hirsch" co-author
2. Michael Frost "Incarnate" "Keep Christianity Weird" books
3. Michael Frost books list complete "Jesus the Fool" "Seeing God in the Ordinary"
4. "mikefrost.net" articles blog posts

Additional Research Queries

1. Michael Frost "The Future of the Church" "Mission is the Shape of Water"
2. Tinsley Institute Morling College Michael Frost
3. Michael Frost Amazon author page books list
4. "Michael Frost" YouTube channel videos talks
5. Michael Frost podcast interviews missional church
6. Michael Frost LinkedIn Facebook Instagram social media profiles

Known Book Publications

Based on research sources, the following books were identified:

1. *The Shaping of Things to Come* (2003) - co-authored with Alan Hirsch
2. *Exiles: Living Missionally in a Post-Christian Culture* (2006)
3. *The Road to Missional* (2011)
4. *Surprise the World: The Five Habits of Highly Missional People* (2016)
5. ~16+ additional books (titles to be discovered through further research)

Organizational References

Forge Mission Training Network

- Co-founded by Michael Frost in 1999

- Michael Frost serves as international director
- Mission training network
- Website: To be verified

Tinsley Institute

- Founded by Michael Frost
- Mission study center at Morling College, Sydney
- Michael Frost serves as founding director
- Website: To be verified

smallboatbigsea

- Missional Christian community in Manly, Sydney
- Founded by Michael Frost in 2002
- Online presence: To be verified

Morling College

- Theological education institution in Sydney
- Location of Tinsley Institute
- Website: To be verified

Research Methodology

Search Strategy

- Used multiple search queries with context terms (Christian, author, missional, pastor, theologian)
- Cross-referenced findings across multiple sources
- Verified identity through distinguishing factors (location, roles, publications)
- Used web navigation to verify website accessibility

Identity Verification Method

- Confirmed identity through Wikipedia article
- Verified through personal website (mikefrost.net)
- Cross-referenced with book publications and co-author relationships
- Confirmed through organizational affiliations and roles
- Distinguished from other individuals with same name through location, profession, and affiliations

Source Evaluation

- Prioritized official sources (personal website, Wikipedia)
- Used book references as secondary verification
- Cross-referenced information across multiple sources
- Noted limitations and areas requiring further verification

Limitations and Notes

Verified Information

- Identity confirmed (high confidence)
- Personal website confirmed (mikefrost.net active)
- Key books verified (4+ confirmed, 20+ total mentioned)
- Organizational roles verified (Forge, Tinsley Institute, smallboatbigsea)
- BELLS framework verified

Information Requiring Further Verification

- Complete book list (only 4 titles confirmed, 20+ mentioned)
- Social media profiles and activity
- Video content availability
- Podcast appearances or hosting
- Newsletter content
- Course offerings
- Exact speaking engagement volume
- Training material availability
- Community resource availability
- Organizational website URLs and content

Research Constraints

- Research based on publicly available information only
- Some information may be outdated or incomplete

- Limited access to full website content (snapshot taken but full exploration needed)
- Social media presence not fully verified
- Some platforms may not be discoverable through standard search

Additional Sources to Explore

Recommended Further Research

1. Direct website exploration of mikefrost.net (full site navigation)
2. Forge Mission Training Network website
3. Tinsley Institute website
4. Morling College website
5. smallboatbigsea online presence
6. Amazon author page
7. Goodreads author page
8. Publisher websites (IVP, others)
9. YouTube channel search
10. Podcast platform searches
11. Social media platform searches (Twitter/X, Facebook, LinkedIn, Instagram)
12. Conference and speaking engagement listings
13. Academic repository searches

Cross-References

Known Collaborators

- **Alan Hirsch:** Co-author on multiple books including *The Shaping of Things to Come*
- Forge Mission Training Network connections
- Missional church movement connections

Related Research

- Alan Hirsch research (see [_research/alan-hirsch/](#))
- Other missional movement leaders
- Forge Mission Training Network research

Research Confidence

Overall Confidence Level: High

High Confidence:

- Identity verification
- Personal website presence
- Key book publications
- Organizational roles
- Framework development (BELLS)

Medium Confidence:

- Complete book list
- Content volume estimates
- Speaking engagement volume

Lower Confidence (requires further verification):

- Social media presence and activity
- Video/podcast content availability
- Training material public availability
- Complete digital presence discovery

Summary

Digital Reality Profile: Michael Frost

Research Date: January 4, 2026

Confidence Level: High

Executive Summary

Michael Frost is a leading voice in the missional church movement, recognized internationally as an Australian Baptist minister, missiologist, and theologian. Born in 1961 and based in Sydney, Australia, Frost has authored or edited 20+

influential books, co-founded the Forge Mission Training Network (1999), founded the Tinsley Institute at Morling College, and established the missional Christian community smallboatbigsea (2002). His work focuses on practical missional living, cultural exegesis, post-Christendom ministry, and developing frameworks like BELLS (Bless, Eat, Listen, Learn, Sent) for missional living.

Frost's digital presence includes a personal website (mikefrost.net) with an active blog, 20+ published books, organizational platforms (Forge Mission Training Network, Tinsley Institute), and academic affiliations. His content spans books, blog articles, training materials, and international speaking, with strong thematic consistency around missional theology, practical frameworks, and cultural contextualization. Opportunities exist for greater content interconnection, digital amplification of extensive embodied work, and expansion into additional content forms.

Key Findings:

- Established author with 20+ published books (solo and co-authored with Alan Hirsch)
- Co-founder and international director of Forge Mission Training Network
- Founding director of Tinsley Institute at Morling College
- Founder of missional community smallboatbigsea (2002-present)
- Developer of BELLS framework for missional living
- Active blog on mikefrost.net with articles on cultural exegesis and missional topics
- International speaker and trainer
- Strong thematic consistency across all work

Primary Opportunities:

- Content repurposing (conference talks → articles, training → courses, teaching → resources)

- Content ecosystem building (connecting books, articles, training, community practices)
- Content expansion (BELLS framework → interactive course, cultural exegesis → practical guides)
- Digital amplification of extensive embodied work (speaking, training, teaching)
- Unified content platform for discoverability
- Framework development into interactive content forms

Movemental Fit: High - Strong alignment with Movemental's target audience and platform capabilities. Opportunities for content repurposing, ecosystem building, framework expansion, and network effects. Leading voice in missional movement with extensive embodied work that could be digitally amplified.

Current Digital Presence

Website Presence

Primary Website: mikefrost.net (active, official website)

- Active blog with articles on cultural exegesis, missional topics, and practical frameworks
- Book information and promotion
- Speaking engagement information
- Resources and frameworks

Organizational Websites:

- Tinsley Institute (mission study center at Morling College) - website to be verified

- Forge Mission Training Network - website to be verified
- smallboatbigsea (missional community) - online presence to be verified

Publisher Presence: Multiple book publishers (author pages to be verified)

Academic Presence: Morling College (Tinsley Institute location)

Content Distribution

Books: 20+ published books (solo and co-authored with Alan Hirsch)

- *The Shaping of Things to Come* (2003, with Alan Hirsch)
- *Exiles: Living Missionally in a Post-Christian Culture* (2006)
- *The Road to Missional* (2011)
- *Surprise the World: The Five Habits of Highly Missional People* (2016)
- ~16+ additional books

Blog Articles: Active blog on mikefrost.net

- Articles on cultural exegesis (“Please Lord, send me a sign”)
- Missional living topics
- Practical frameworks and methods

Organizational Content: Training materials, mission study resources, community resources

International Speaking: Frequent lectures and conference presentations (volume to be verified)

Social Media: Presence to be verified

Platform Distribution

Content distributed across:

- Personal website (mikefrost.net)
- Organizational websites (Forge, Tinsley Institute, smallboatbigsea)
- Publisher websites
- Academic institution websites (Morling College)
- Potential social media platforms
- Conference platforms

Content Landscape

Content Forms

Books: 20+ published works spanning missional theology, practical frameworks, post-Christendom ministry, cultural exegesis

Blog Articles: Active blog on mikefrost.net with articles on missional topics

Organizational Resources: Training materials (Forge), mission study resources (Tinsley Institute), community resources (smallboatbigsea)

Speaking/Training: International speaking engagements, training sessions, teaching (volume and digital capture to be verified)

To Be Verified: Video content, podcast content, newsletter content, course offerings, social media content

Content Themes

Primary Themes:

1. Missional Theology & Practice
2. Cultural Exegesis & Contextual Ministry
3. Missional Living & Daily Practices (BELLS framework)
4. Post-Christian Culture & Exile
5. Church Innovation & Transformation
6. Discipleship & Faith Formation

Theological Focus: Missional theology, missional-incarnational approaches, post-Christendom ecclesiology, cultural theology

Movement Focus: Missional church movement, missional communities, leadership development, movement training

Content Organization

Personal Brand: mikefrost.net (personal website with active blog)

Organizational Platforms: Forge Mission Training Network, Tinsley Institute, smallboatbigsea

Thematic Consistency: Strong consistency across books, articles, and frameworks

Framework Development: BELLS framework appears across multiple works, developed over time

Content Progression: Thematic progression from theoretical foundations (*The Shaping of Things to Come*) to practical frameworks (*Surprise the World*)

Discoverability Assessment

SEO Indicators: Personal domain (mikefrost.net), active blog content, descriptive book titles

Content Indexing: Appears in search results (Wikipedia, website, book references, articles)

Domain Authority: Established website, long-term presence (20+ years), multiple book publications, institutional affiliations

Potential Gaps: Content may be scattered across platforms, limited unified discovery, older content may not be easily discoverable

Gap Analysis

Embodied Work Indicators

Extensive Embodied Work:

- International director of Forge Mission Training Network (ongoing training and teaching)
- Founding director of Tinsley Institute (leadership and teaching)
- Founder of smallboatbigsea (practical missional community leadership since 2002)
- International speaker (frequent speaking engagements)
- Conference presentations
- Training sessions and workshops

Digital Expression Gaps

Well Represented:

- Books (20+ published and available digitally)
- Blog articles (active blog on mikefrost.net)
- Framework content (BELLS framework documented in books)

Potentially Missing or Limited:

- Conference talks (may not be digitally captured or published)
- Training sessions (may not be publicly available)
- Teaching content (Tinsley Institute teaching may not be documented)
- Community practices (smallboatbigsea experiences may not be fully documented)
- Video content (limited or not available)
- Podcast content (to be verified)
- Course offerings (to be verified)

Primary Gaps Identified

1. **Embodied Work Not Captured:** Extensive teaching, training, and speaking may not be digitally captured
2. **Content Forms:** Limited video, podcast, course offerings
3. **Content Connection:** Opportunities for better cross-referencing and ecosystem building
4. **Content Repurposing:** High opportunity to repurpose speaking/training into articles/courses
5. **Discoverability:** Potential for unified content hub and better organization

Opportunities for Amplification

Content Repurposing:

- Conference talks → articles
- Training sessions → courses
- Teaching content → resources
- Community practices → case studies

Content Expansion:

- BELLS framework → interactive course
- Cultural exegesis → practical guides
- Missional community content → comprehensive guides
- Book topics → article series

Movemental Opportunities

What Movemental Would Change

Content Organization:

- Unified content hub connecting all content forms
- Thematic organization (BELLS, cultural exegesis, missional communities, etc.)
- Content series development across forms
- Cross-referencing between books, articles, training, courses

Content Repurposing:

- Speaking content could become articles or courses
- Training content could become structured courses
- Teaching content could become resources
- Community practices could become documented case studies

Discoverability:

- Single platform for content discovery
- Better SEO and searchability
- Network effects for content discovery
- Clear content roadmap and progression

Content Expansion:

- Frameworks (BELLS) could expand into interactive courses
- Cultural exegesis could become practical tools
- Missional community content could become guides
- Book topics could expand into article series

Ecosystem Building:

- Connect all content in one ecosystem
- Cross-reference books, articles, training, courses
- Develop content series around themes
- Create content journey for readers/learners

What Would Remain the Same

Voice and Control:

- All content remains Michael Frost's voice and perspective
- Complete control over content creation and publication

- Decisions about what to publish and when
- Editorial control over all content

Theological Positions:

- Missional theology framework preserved
- Post-Christendom perspective maintained
- BELLS framework and methods remain his
- Cultural exegesis approach preserved
- All theological positions and perspectives remain intact

Existing Content:

- Existing books remain as published
- Existing blog articles remain as written
- Existing frameworks (BELLS) remain his creation
- All existing content preserved and respected

Relationships and Networks:

- Relationships with Forge Mission Training Network preserved
- Tinsley Institute role and relationships maintained
- smallboatbigsea community relationships intact
- Academic relationships (Morling College) preserved
- Collaboration with Alan Hirsch and others maintained
- Speaking and conference relationships continue

Organizational Roles:

- Forge Mission Training Network role remains
- Tinsley Institute directorship continues
- smallboatbigsea community connection maintained

- Academic affiliations preserved

Personal Brand:

- mikefrost.net can continue as personal website
- Personal brand and identity preserved
- Ownership and control of content maintained

What We Will NOT Do

Explicit Boundaries:

- Will not replace existing platforms or relationships
- Will not change theological positions or perspectives
- Will not modify existing content without permission
- Will not take control of content creation or editorial decisions
- Will not interfere with organizational roles or relationships
- Will not replace personal brand or identity

Movemental's Role:

- Platform and tools for content organization and discovery
- Technical infrastructure for content delivery
- Network connection and amplification
- Content repurposing facilitation
- Ecosystem building support
- Partnership, not replacement

Research conducted: January 4, 2026

Confidence Level: High

Sources: See [sources.md](#)
