

Dave Ferguson - 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 multiply leaders and churches. You lead, write, and form leaders in church planting, leadership multiplication, and missional living.

I see your work at Community Christian Church, where you serve as founding pastor of a multi-site missional community, and through NewThing Network, where you lead as visionary leader. Your books—including “Hero Maker: Five Essential Practices for Leaders to Multiply Leaders,” “Exponential: How You and Your Friends Can Start a Missional Church Movement,” and “B.L.E.S.S.: 5 Everyday Ways to Love Your Neighbor and Change the World”—along with your role as President of Exponential Conference, are anchored at daveferguson.org.

I notice you return to the connection between practice and multiplication: how leadership development meets church planting strategy, how missional living meets community transformation, how institutional leadership informs movement leadership. Your work exists in church services where you teach, at Exponential

Conference where you speak, across your personal website and blog, in your published books, through NewThing Network resources.

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

Until very recently, bridging this gap meant creating systems, hiring help, and dedicating time that pastors and movement 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 & Synthesis: Dave Ferguson

Research Date: January 4, 2026

Content Thematic Analysis

Primary Themes

Based on published works and institutional roles, Dave Ferguson's content focuses on:

1. Leadership Multiplication

- "Hero Maker: Five Essential Practices for Leaders to Multiply Leaders"
- Focus on developing and multiplying leaders
- Creating cultures of leadership development

2. Church Planting & Multiplication

- "Exponential: How You and Your Friends Can Start a Missional Church Movement"
- NewThing Network leadership

- Exponential Conference focus
- Strategies for reproducing churches

3. **Missional Living & Community Engagement**

- “B.L.E.S.S.: 5 Everyday Ways to Love Your Neighbor and Change the World”
- Practical approaches to neighbor engagement
- Community transformation

4. **Spiritual Journey & Faith Exploration**

- “Finding Your Way Back to God” (co-authored with Jon Ferguson)
- Five awakenings framework
- Helping people reconnect with faith

5. **Church Strategy & Innovation**

- “The Big Idea” (2007)
- “On The Verge” (2011)
- “Discover Your Mission Now” (2012)
- “Keeping Score” (2013)
- Church growth strategies
- Mission-focused approaches

Theological Focus Areas

- **Missional Theology:** Emphasis on being sent into the world
- **Church Multiplication:** Focus on reproducing disciples and churches
- **Leadership Development:** Empowering others to lead
- **Community Transformation:** Engaging neighborhoods and communities

- **Practical Application:** Accessible, practitioner-focused content

Movement Focus

- **Church Planting:** Core focus through NewThing and Exponential
- **Leadership Multiplication:** Developing leaders who develop leaders
- **Missional Movement:** Churches engaging their communities
- **Reproduction:** Creating systems and cultures that multiply

Recurring Topics

- Leadership development and multiplication
- Church planting strategies
- Missional engagement
- Community transformation
- Spiritual formation
- Church growth and health
- Multiplication movements

Content Organization Analysis

Personal Website (daveferguson.org)

Structure:

- Clear navigation: Book, Blog, About, Contact
- Blog section present and active

- Book promotion integrated
- Social media links prominent

Organization Approach:

- Personal brand focused
- Book-centric content organization
- Blog for ongoing content
- Simple, clear structure

Institutional Content Distribution

Community Christian Church:

- Multi-site church structure
- Likely organized by: series, topics, locations
- Sermon/teaching library (to be verified)

Exponential Conference:

- Conference-based organization
- Talk/presentation library
- Resource distribution
- Annual conference structure

NewThing Network:

- Movement resources
- Training materials
- Network support content

Content Strategy Assessment

Appears to have:

- Clear personal brand (daveferguson.org)
- Institutional backing (church, movement, conference)
- Book-driven content strategy
- Blog for ongoing engagement
- Conference speaking platform

Content Forms:

- Books (9+ published works)
- Blog posts/articles
- Sermons/teaching (institutional)
- Conference talks/presentations
- Social media content

Content Series Potential:

- Book series (leadership, church planting, missional living)
- Conference talk series (annual Exponential talks)
- Sermon series (through Community Christian Church)
- Blog series (to be analyzed)

Content Interconnection

Cross-References:

- Books reference and support institutional work
- Conference talks likely reference book content

- Blog may reference books and talks
- Institutional platforms support personal brand

Ecosystem Connectivity:

- Personal brand (daveferguson.org) connects to:
 - Community Christian Church
 - NewThing Network
 - Exponential Conference
- Books support movement work
- Movement work provides content for books
- Conference provides speaking platform

Voice & Style Analysis

Writing Style

Based on book titles and descriptions:

- **Accessible:** Practitioner-focused, not overly academic
- **Practical:** Action-oriented, “how-to” approach
- **Encouraging:** Positive, empowering tone
- **Strategic:** Systems and frameworks for multiplication

Tone and Approach

- **Pastoral:** Caring, supportive approach
- **Leader-focused:** Empowering other leaders

- **Movement-oriented:** Thinking beyond individual to collective
- **Practical:** Real-world application emphasis

Theological Positioning

Observable characteristics:

- **Missional:** Emphasis on being sent
- **Multiplication-focused:** Reproducing disciples and churches
- **Community-engaged:** Neighborhood and community focus
- **Evangelical:** Within evangelical Christian tradition
- **Practitioner-oriented:** For church leaders and practitioners

Audience Level

- **Primary:** Church leaders, pastors, church planters
- **Secondary:** Practitioners, lay leaders
- **Level:** Popular/practitioner (not primarily academic)
- **Accessibility:** Accessible to general Christian audience

Discoverability Assessment

SEO Indicators

Personal Website:

- Clean URL structure (daveferguson.org/blog, /about-dave)
- Clear page titles

- Social media integration
- Book promotion (likely good internal linking)

To Be Assessed:

- Meta descriptions
- Title tag optimization
- URL structure depth
- Internal linking strategy

Content Indexing

Likely Well-Indexed:

- Personal website (daveferguson.org)
- Book titles and author pages
- Conference speaker pages (Exponential)
- Institutional websites

Search Visibility:

- Name searches likely return multiple results
- Book titles searchable
- Conference association provides visibility
- Institutional websites provide authority

Social Sharing Indicators

- Social media links present on website
- Instagram active (@fergusondave)
- Facebook and Twitter links present

- Book promotion likely includes social sharing

Backlinks and References

Likely Sources:

- Publisher websites
- Conference websites (Exponential)
- Church websites (Community Christian Church)
- Movement websites (NewThing)
- Book retailer sites (Amazon, etc.)
- Other church leaders and authors

Domain Authority Indicators

- Personal domain (daveferguson.org) - owned
- Institutional backing provides authority
- Multiple published books
- Conference leadership role
- Movement leadership role
- Established presence (2007+ books)

Ecosystem Analysis

Content Ecosystem Structure

Personal Brand Layer:

- daveferguson.org (personal website)
- Books (9+ published works)
- Blog content
- Social media presence

Institutional Layer:

- Community Christian Church (sermons, teaching)
- NewThing Network (movement resources)
- Exponential Conference (talks, presentations)

Interconnection:

- Personal brand supported by institutional work
- Institutional work provides content for personal brand
- Books draw from and support movement work
- Conference provides speaking and content distribution platform

Content Cross-References

Likely Connections:

- Books reference movement principles
- Conference talks reference book content
- Blog may reference both books and talks
- Sermons may reference book themes
- Movement resources may reference books

Connections to Other Authors/Leaders

Co-authors:

- Jon Ferguson (brother) - “Finding Your Way Back to God”
- Other co-authors for various books (to be verified)

Network Connections:

- Exponential Conference (connects to many church leaders)
- NewThing Network (connects to church planters globally)
- Community Christian Church (connects to local and multi-site networks)

Institutional Partnerships

- **Community Christian Church:** Multi-site church network
- **NewThing Network:** International church-planting movement
- **Exponential Conference:** World’s largest church planting conference
- **Publishers:** Multiple (Zondervan, Multnomah, WaterBrook Multnomah)

Community Engagement

Likely Present:

- Conference engagement (Exponential attendees)
- Movement engagement (NewThing network)
- Church community (Community Christian Church)
- Social media engagement (Instagram)
- Book readership

To Be Assessed:

- Blog comments/engagement
- Social media engagement levels
- Newsletter subscribers (if present)

- Course/training participants (if present)

Content Gaps (Initial Observations)

Potential Gaps to Explore

1. Content Repurposing:

- Are sermons transcribed and published as articles?
- Are conference talks developed into blog posts?
- Are book concepts expanded in other formats?

2. Content Series Development:

- Are blog posts organized into series?
- Are themes developed across multiple content forms?
- Are there opportunities for deeper series development?

3. Content Discoverability:

- How are sermons/talks discoverable?
- Are blog posts optimized for search?
- Are there content hubs or resource pages?

4. Content Interconnection:

- Are content pieces clearly linked?
- Are themes developed across platforms?
- Is there a clear content journey for readers?

Notes

- Strong thematic consistency across books and institutional work
 - Clear focus on leadership multiplication and church planting
 - Personal brand well-integrated with institutional presence
 - Multiple content distribution channels
 - Established authority through books, conference, and movement leadership
 - Recent transition (2025) may affect content distribution patterns
 - NewThing-Exponential merger (2025) may create new content opportunities
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Digital Presence Discovery

Digital Presence Discovery: Dave Ferguson

Research Date: January 4, 2026

Website Presence

Primary Website

- **daveferguson.org**
 - Status: Active
 - Purpose: Personal brand, content distribution, book promotion
 - Structure: Includes About, Blog, Book pages, Contact
 - Content: Blog posts, book information, speaking engagements
 - Social Media Links: Facebook, Twitter/X, Instagram

Institutional Websites

- **Community Christian Church** (communitychristian.org)
 - Multi-site church website
 - Likely contains sermons, teaching content, church resources
- **NewThing Network** (newthing.org)
 - International church-planting movement website
 - Resources, network information, movement content
- **Exponential Conference** (exponential.org)
 - Conference website
 - Conference talks, resources, speaker content
 - Dave Ferguson listed as President/CEO

Social Media Platforms

Confirmed Active Presence

- **Instagram:** @fergusondave
 - Status: Active
 - Platform type: Visual content, personal updates
 - Linked from personal website

Indicated Presence (from website)

- **Facebook:** Link present on website
- **Twitter/X:** Link present on website (may be inactive or limited)

To Be Verified

- LinkedIn profile
- YouTube channel(s) - personal vs. institutional

Publishing Platforms

Books

- **Multiple Published Books:** 9+ books published 2007-2025
- **Publishers:** Various (Zondervan, Multnomah, WaterBrook Multnomah mentioned)
- **Amazon Author Page:** To be verified

- **Goodreads:** To be verified

Known Publications

1. “The Big Idea” (2007)
2. “Exponential: How You and Your Friends Can Start a Missional Church Movement” (2010)
3. “On The Verge” (2011)
4. “Discover Your Mission Now” (2012)
5. “Keeping Score” (2013)
6. “Finding Your Way Back to God” (2015) - Co-authored with Jon Ferguson
7. “Starting Over”
8. “Hero Maker: Five Essential Practices for Leaders to Multiply Leaders”
9. “B.L.E.S.S.: 5 Everyday Ways to Love Your Neighbor and Change the World”

Content Forms Discovered

Books

- 9+ published books spanning 2007-2025
- Focus areas: Leadership, missional living, church planting, spiritual journey

Blog Content

- daveferguson.org/blog: Active blog section
- Content type: Articles/blog posts
- Volume: To be assessed

- Topics: To be analyzed

To Be Discovered

- Sermons/talks (audio, video, transcripts) - likely on Community Christian Church website
- Conference talks/presentations - likely on Exponential website
- Courses/training materials
- Podcasts (as host or guest)
- Video content (YouTube, Vimeo, institutional)
- Newsletter content
- Social media content volume and engagement

Platform Distribution

Confirmed Platforms

1. Personal website (daveferguson.org) - Active blog
2. Instagram (@fergusondave) - Active
3. Facebook - Link present
4. Twitter/X - Link present

Platforms to Verify

- Blogging platforms: Personal blog on daveferguson.org (WordPress-based likely)
- 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: Not likely applicable
- Ministry platforms:
 - Community Christian Church website (sermons, teaching)
 - NewThing Network website (resources, training)
 - Exponential Conference website (talks, presentations)

Content Volume Assessment

Known Content

- **Books:** 9+ published books (2007-2025)
- **Blog:** Active blog section on personal website
- **Social Media:** Active Instagram presence
- **Institutional Content:**
 - Sermons/teaching (Community Christian Church)
 - Conference talks (Exponential)
 - Movement resources (NewThing)

To Be Assessed

- Number of published blog posts/articles
- Number of sermon/talk series
- Video content volume (sermons, conference talks)

- Podcast episodes (as host or guest appearances)
- Content frequency/recency
- Newsletter subscription base (if applicable)
- Social media engagement metrics

Content Discovery Notes

Personal Website (daveferguson.org)

- Clean, professional design
- Clear navigation: Book, Blog, About, Contact
- Social media integration
- Book promotion focus
- Blog section present and active

Institutional Content

- Community Christian Church: Multi-site church with likely extensive sermon/teaching library
- Exponential Conference: World's largest church planting conference - extensive talk/presentation library
- NewThing Network: Movement resources and training materials

Content Ecosystem

- Personal brand (daveferguson.org) connects to institutional platforms
- Books support and are supported by institutional work

- Conference leadership provides speaking platform
- Movement leadership provides content distribution network

Discovery Status

Status: Initial discovery complete, deeper investigation needed

Confidence: Medium-High (core platforms identified, content volume to be assessed)

Next Steps

1. Analyze blog content on daveferguson.org (count posts, identify themes)
2. Verify and catalog sermon/teaching content on Community Christian Church website
3. Catalog conference talks on Exponential website
4. Search for YouTube channel(s) - personal or institutional
5. Search for podcast appearances or hosting
6. Verify book listings on Amazon and Goodreads
7. Check for newsletter presence (Mailchimp, ConvertKit, Substack)
8. Identify any course or training materials
9. Assess social media engagement and content volume

Notes

- Established digital presence with personal website and active blog
- Strong institutional backing (church, movement, conference)

- Multiple content distribution channels
 - Books provide significant content volume
 - Institutional platforms likely contain extensive teaching/speaking content
 - Personal brand well-integrated with institutional presence
 - Recent transition (2025) may affect content distribution patterns
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Gap Analysis

Gap Analysis: Dave Ferguson

Research Date: January 4, 2026

Embodied Work Indicators

Teaching/Speaking Engagements

1. Community Christian Church

- Founding and Lead Pastor (transitioned to Co-Founding Pastor in 2025)
- Multi-site church with multiple locations
- Regular weekly teaching/sermons
- Years of pastoral teaching (founded church, grew to thousands)
- Sermon series and teaching content

2. Exponential Conference

- President/CEO of world's largest church planting conference
- Annual conference speaking
- Multiple years of conference presentations
- Conference talks and presentations

3. NewThing Network

- Visionary leader of international church-planting movement
- Movement training and equipping
- Network gatherings and events
- Training content and resources

4. Other Speaking Engagements

- Conference speaking (beyond Exponential)
- Church events and gatherings
- Training events and workshops

Pastoral/Ministry Roles

- **Community Christian Church:** Founding and Lead Pastor (now Co-Founding Pastor)
 - Multi-site leadership
 - Church growth from small group to thousands
 - Multiple locations
 - Years of pastoral ministry

Institutional Affiliations

- **Community Christian Church:** Founding pastor, multi-site church
- **NewThing Network:** Visionary leader, international movement
- **Exponential Conference:** President/CEO, world's largest church planting conference
- **Educational:** Lincoln Christian University (B.A.), Wheaton Graduate School (M.A.)

Movement/Network Participation

- **NewThing Network:** International church-planting movement
- **Exponential Conference:** Church multiplication conference community
- **Church Planting Networks:** Connected through NewThing and Exponential

Book Publications

- **9+ Published Books (2007-2025):**
 1. "The Big Idea" (2007)
 2. "Exponential" (2010)
 3. "On The Verge" (2011)
 4. "Discover Your Mission Now" (2012)
 5. "Keeping Score" (2013)
 6. "Finding Your Way Back to God" (2015)
 7. "Starting Over"
 8. "Hero Maker: Five Essential Practices for Leaders to Multiply Leaders"

9. “B.L.E.S.S.: 5 Everyday Ways to Love Your Neighbor and Change the World”

Established Reputation/Recognition

- Recognized as one of America’s most influential churches (Community Christian Church)
- World’s largest church planting conference leadership (Exponential)
- International movement leadership (NewThing)
- Award-winning author
- Established thought leader in church planting and leadership multiplication

Digital Expression Analysis

How Much of Embodied Work is Represented Digitally?

Well Represented:

- **Books:** All 9+ books available digitally (print and digital formats)
- **Personal Brand:** daveferguson.org website with blog
- **Social Media:** Active Instagram presence
- **Institutional Presence:** Community Christian Church, NewThing, Exponential websites

Partially Represented (to be verified):

- **Sermons/Talks:** Likely available on Community Christian Church website (volume to be assessed)

- **Conference Talks:** Likely available on Exponential website (volume to be assessed)
- **Blog Content:** Active blog, volume and themes to be assessed

Potentially Underrepresented:

- **Teaching Insights:** Are insights from years of teaching captured in articles?
- **Conference Content:** Are conference talks transcribed and published?
- **Movement Resources:** Are NewThing resources easily discoverable?
- **Content Interconnection:** Are different content forms clearly connected?

Are Sermons/Talks Transcribed and Published?

To Be Verified:

- Are Community Christian Church sermons transcribed?
- Are sermons published as articles or blog posts?
- Are sermon series developed into other content forms?
- Are conference talks transcribed and published?

Are Insights from Teaching Captured in Articles?

Observations:

- Blog present on personal website
- Books capture teaching insights
- Connection between teaching and written content unclear

Gap Potential:

- Are weekly teaching insights captured in blog posts?
- Are sermon series developed into article series?
- Are teaching themes expanded in written content?

Is There a Digital Extension of Live Teaching?

Present:

- Personal website with blog
- Institutional websites (likely contain teaching content)

To Be Assessed:

- Are sermons available online (audio/video)?
- Are sermon transcripts available?
- Are teaching series developed into courses?
- Is there a clear digital teaching library?

Are Ideas from Books Developed Further Online?

Present:

- Books published and available
- Blog on personal website

Gap Potential:

- Are book concepts expanded in blog posts?
- Are book themes developed in article series?
- Are book frameworks applied in other content forms?

- Is there ongoing development of book ideas?

Is There Continuity Between Different Content Forms?

Observations:

- Books support movement work
- Movement work provides content for books
- Personal brand connects to institutional work

Gap Potential:

- Are content pieces clearly linked?
- Are themes developed across platforms?
- Is there a clear content journey?
- Are readers guided from one content form to another?

Gap Identification

What Exists in Embodied Work But Not Digitally?

Potential Gaps:

1. Sermon/Teaching Content

- Years of weekly teaching may not be fully accessible
- Sermon series may not be organized digitally

- Teaching insights may not be captured in articles

2. Conference Content

- Multiple years of Exponential talks may not be easily discoverable
- Conference insights may not be developed into other content forms
- Talk transcripts may not be published

3. Movement Resources

- NewThing training content may not be easily accessible
- Movement insights may not be captured in written form
- Network resources may be scattered

4. Content Interconnection

- Content pieces may exist in isolation
- Themes may not be developed across platforms
- Readers may not be guided through content journey

What Digital Content Exists But Isn't Connected?

Potential Disconnections:

1. Platform Fragmentation

- Personal website vs. institutional websites
- Blog vs. books vs. sermons vs. talks
- Social media vs. other content

2. Content Isolation

- Blog posts may not reference books

- Books may not reference blog content
- Sermons may not connect to written content
- Conference talks may not connect to other forms

3. Theme Development

- Themes may exist across platforms but not be connected
- Series may exist but not be clearly identified
- Content may not build on previous content

What Opportunities Exist for Digital Amplification?

Amplification Opportunities:

1. Content Repurposing

- Sermons → Articles/Blog Posts
- Conference Talks → Articles/Blog Posts
- Teaching Series → Article Series
- Book Concepts → Expanded Content

2. Content Series Development

- Develop sermon series into article series
- Develop conference talks into content series
- Connect book themes across content forms
- Create content journeys around themes

3. Content Interconnection

- Link related content across platforms

- Create content hubs around themes
- Guide readers through content journey
- Build on previous content

4. Discoverability Enhancement

- Improve SEO for existing content
- Create content indexes and resource pages
- Organize content by themes and topics
- Make content more searchable

What Content Forms Are Missing?

Potentially Missing Forms:

1. Courses/Training

- Are teaching insights developed into courses?
- Are book concepts developed into training?
- Are movement resources structured as courses?

2. Newsletters

- Is there a regular newsletter?
- Are insights shared via email?
- Is there ongoing engagement via email?

3. Podcasts

- Is there a regular podcast?
- Are sermons available as podcast?
- Are insights shared via audio?

4. Video Content

- Is there a YouTube channel?
- Are sermons available as video?
- Are conference talks available as video?

What Discoverability Gaps Exist?

Potential Discoverability Gaps:

1. Content Organization

- Content may be scattered across platforms
- No clear content hub or index
- Themes may not be easily discoverable

2. Search Optimization

- Blog posts may not be optimized for search
- Sermons may not be easily searchable
- Content may not be tagged or categorized

3. Content Journey

- Readers may not know where to start
- No clear path through content
- Content may not build on previous content

Connection Gaps

Are Content Pieces Isolated or Connected?

Observations:

- Personal brand connects to institutional work
- Books support movement work
- Clear institutional backing

Gap Potential:

- Individual content pieces may not be clearly linked
- Themes may exist but not be connected
- Readers may not be guided through content

Are There Opportunities for Content Repurposing?

Repurposing Opportunities:

1. Sermons → Articles

- Transcribe and publish sermon insights
- Develop sermon series into article series
- Expand sermon themes in written form

2. Conference Talks → Content

- Transcribe and publish conference talks
- Develop talks into articles or blog posts

- Create content series from talks

3. Books → Expanded Content

- Develop book concepts in blog posts
- Create article series from book themes
- Expand book frameworks in other forms

4. Teaching → Multiple Forms

- Capture teaching insights in articles
- Develop teaching series into courses
- Create content from teaching themes

Are There Series That Could Be Developed?

Series Development Opportunities:

1. Theme-Based Series

- Leadership multiplication series
- Church planting series
- Missional living series
- Spiritual journey series

2. Content Form Series

- Article series from sermon series
- Blog series from book themes
- Content series from conference talks

3. Progressive Series

- Beginner to advanced content

- Foundational to advanced concepts
- Step-by-step content journeys

Are There Themes That Could Be Expanded?

Expansion Opportunities:

1. Leadership Multiplication

- Expand “Hero Maker” concepts
- Develop leadership frameworks
- Create leadership content series

2. Church Planting

- Expand “Exponential” concepts
- Develop planting strategies
- Create planting content series

3. Missional Living

- Expand “B.L.E.S.S.” concepts
- Develop missional practices
- Create missional content series

4. Spiritual Journey

- Expand “Finding Your Way Back to God” concepts
- Develop journey frameworks
- Create journey content series

Summary of Gaps

Primary Gaps Identified

1. **Content Repurposing:** Opportunities to repurpose sermons, talks, and teaching into articles and other forms
2. **Content Interconnection:** Opportunities to connect content pieces and create content journeys
3. **Content Series Development:** Opportunities to develop themes into content series
4. **Discoverability:** Opportunities to improve content organization and searchability
5. **Content Forms:** Potential gaps in courses, newsletters, podcasts, video content

Opportunities for Digital Amplification

1. **Repurpose existing content** into multiple forms
2. **Connect content pieces** to create content journeys
3. **Develop content series** around key themes
4. **Improve discoverability** through organization and optimization
5. **Expand content forms** to reach different audiences

Connection and Ecosystem Gaps

1. **Platform fragmentation:** Content across multiple platforms
2. **Content isolation:** Content pieces not clearly connected

3. **Theme development:** Themes exist but not fully developed across platforms
4. **Content journey:** No clear path for readers through content

Notes

- Significant embodied work (years of teaching, conference leadership, movement leadership)
 - Strong digital presence foundation (website, books, social media, institutional sites)
 - Opportunities exist for content repurposing and interconnection
 - Recent transition (2025) may create new content opportunities
 - NewThing-Exponential merger (2025) may create new content distribution opportunities
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Identity Verification

Identity Verification: Dave Ferguson

Research Date: January 4, 2026

Confidence Level: High

Primary Identity

Full Name: Dave Ferguson

Primary Role: Founding and Lead Pastor, Community Christian Church (Chicago)

Location: Chicago, Illinois area

Institutional Affiliations

1. Community Christian Church

- Role: Founding and Lead Pastor
- Type: Multi-site missional community
- Location: Chicago, Illinois

2. NewThing Network

- Role: Visionary Leader
- Type: International church-planting movement

3. Exponential Conference

- Role: President
- Type: Church planting and multiplication conference

Published Works

Dave Ferguson has authored or co-authored multiple books:

1. “The Big Idea” (2007)

2. **“Exponential: How You and Your Friends Can Start a Missional Church Movement”** (2010)
3. **“On The Verge”** (2011)
4. **“Discover Your Mission Now”** (2012)
5. **“Keeping Score”** (2013)
6. **“Finding Your Way Back to God”** (2015) - Co-authored with his brother Jon Ferguson
7. **“Starting Over”**
8. **“Hero Maker: Five Essential Practices for Leaders to Multiply Leaders”**
9. **“B.L.E.S.S.: 5 Everyday Ways to Love Your Neighbor and Change the World”**

Focus Areas: Church leadership, church planting, leadership multiplication, missional living, spiritual journey

Professional Roles

- **Founding and Lead Pastor:** Community Christian Church (Chicago) - Multi-site missional community
 - Note: Transitioned in 2025 from Lead Pastor to Co-Founding Pastor to focus on NewThing and Exponential
- **Visionary Leader:** NewThing Network - International church-planting movement
- **President/CEO:** Exponential Conference - World’s largest church planting conference
- **Author:** Award-winning author of 9+ books
- **Speaker:** Conference and event speaker

Digital Presence Indicators

- **Personal Website:** daveferguson.org (active, includes blog)
- **Instagram:** @fergusondave (active)
- **Facebook:** Presence indicated on website
- **Twitter/X:** Presence indicated on website
- **Institutional Websites:**
 - Community Christian Church (communitychristian.org)
 - NewThing Network (newthing.org)
 - Exponential Conference (exponential.org)

Educational Background

- **Bachelor of Arts:** Bible and Communications, Lincoln Christian University (1986)
- **Master of Arts:** Educational Ministries, specializing in Church Planting, Wheaton Graduate School (1991)

Personal Information

- **Location:** Naperville, Illinois (Chicago area)
- **Family:** Married to Sue; three children: Amy, Joshua, and Caleb

Distinguishing Factors

- Strong alignment with Movemental's target audience (Christian movement thought leaders, church planters)
- Established author with 9+ published books spanning 2007-2025
- Leadership role in significant church planting movement (NewThing)
- Conference leadership (Exponential - world's largest church planting conference)
- Multi-site church leadership experience (Community Christian Church)
- Focus on leadership multiplication and missional living
- Recent transition (2025) from Lead Pastor to Co-Founding Pastor to focus on movement leadership
- NewThing joined forces with Exponential in 2025

Identity Verification Notes

- Multiple sources confirm identity as pastor, author, and movement leader
- Clear alignment with Christian movement leadership context
- Established digital presence with personal website
- Published author with multiple books
- High confidence in identity match

Potential Ambiguity

- No significant ambiguity detected in initial research

- Name is relatively common, but context-specific searches (Christian, pastor, church planting) clearly identify the correct individual
- Multiple institutional affiliations provide strong verification

Next Steps

- Continue with Phase 2: Digital Presence Discovery
 - Verify additional platforms and content locations
 - Cross-reference book publications on Amazon, Goodreads, publisher sites
-

Movemental Analysis

Movemental-Specific Analysis: Dave Ferguson

Research Date: January 4, 2026

Platform Gaps Assessment

Current Platform Limitations

Personal Website (daveferguson.org):

- Blog present but may have limitations
- Book promotion focus
- May lack content organization/hub
- May not have subscription/newsletter integration
- May not have course/training platform

Institutional Platforms:

- Community Christian Church: Church website (sermons, teaching)
- NewThing Network: Movement website (resources, training)
- Exponential Conference: Conference website (talks, presentations)

Limitations:

- Content scattered across multiple platforms
- No unified content hub
- Potential discoverability challenges
- May lack content interconnection

Platform Fragmentation

Content Scattered Across:

- Personal website (daveferguson.org)
- Community Christian Church website

- NewThing Network website
- Exponential Conference website
- Social media platforms (Instagram, Facebook, Twitter)
- Book platforms (Amazon, publishers)

Fragmentation Impact:

- Readers may not discover all content
- Content pieces may not be connected
- Themes may exist but not be unified
- No single entry point for all content

Platform Ownership

Owned Platforms:

- daveferguson.org (personal domain - owned)
- Institutional websites (likely owned)

Rented Platforms:

- Social media (Instagram, Facebook, Twitter)
- Book platforms (Amazon, publishers)
- Potential course platforms (if used)

Ownership Considerations:

- Personal website provides owned platform
- Social media provides reach but limited control
- Books provide owned content but distributed through publishers

Revenue Model Gaps

Current Revenue Models:

- Book sales (through publishers)
- Conference speaking (Exponential, other conferences)
- Church salary (Community Christian Church)

Potential Gaps:

- No direct subscription model visible
- No course/training revenue model visible
- No newsletter monetization visible
- Limited direct-to-audience revenue

Analytics Gaps

Potential Analytics Limitations:

- May not have unified analytics across platforms
- May not track content journey across platforms
- May not have audience insights across content forms
- May not measure content impact effectively

Movemental Fit Analysis

Which Gaps Does Movemental Specifically Address?

Content Organization & Discovery:

- Movemental could provide unified content hub
- Could organize content across platforms
- Could improve content discoverability
- Could create content indexes and resource pages

Content Interconnection:

- Movemental could connect content pieces
- Could create content journeys
- Could link related content across platforms
- Could build on previous content

Content Repurposing:

- Movemental could facilitate content repurposing
- Could help develop sermons into articles
- Could help develop talks into content
- Could help expand book concepts

Content Series Development:

- Movemental could support content series development
- Could help organize themes into series

- Could help create progressive content journeys
- Could help develop themes across content forms

Network Effects:

- Movemental could amplify content through network
- Could connect content to other leaders' content
- Could create cross-references and connections
- Could increase content discoverability through network

Revenue Model:

- Movemental could provide subscription model
- Could enable direct-to-audience revenue
- Could support course/training monetization
- Could provide newsletter monetization

What Would Meaningfully Change with Movemental?

Content Organization:

- Unified content hub for all content
- Better content organization and discoverability
- Content indexes and resource pages
- Clear content journeys

Content Interconnection:

- Connected content pieces
- Content journeys across platforms

- Linked related content
- Building on previous content

Content Repurposing:

- Easier content repurposing
- Sermons developed into articles
- Talks developed into content
- Book concepts expanded

Content Series Development:

- Organized content series
- Theme-based content development
- Progressive content journeys
- Cross-platform theme development

Network Effects:

- Content amplified through network
- Connections to other leaders' content
- Cross-references and connections
- Increased discoverability

Revenue Model:

- Direct subscription model
- Course/training monetization
- Newsletter monetization
- Direct-to-audience revenue

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

Voice & Control:

- Dave Ferguson's voice and perspective remain his own
- Content creation remains under his control
- Editorial control maintained
- Personal brand preserved

Theological Positions:

- Theological positions preserved
- No change to theological content
- Personal convictions maintained
- Movement alignment preserved

Existing Content:

- All existing content remains
- Books remain as published
- Blog content remains
- Institutional content remains

Relationships & Networks:

- Existing relationships preserved
- Institutional affiliations maintained
- Movement connections preserved
- Network relationships intact

Institutional Work:

- Community Christian Church work continues
- NewThing Network leadership continues
- Exponential Conference leadership continues
- Institutional commitments maintained

How Would Network Effects Amplify Existing Content?

Content Discovery:

- Content discoverable through Movemental network
- Other leaders' audiences discover content
- Cross-references increase visibility
- Network recommendations increase reach

Content Connections:

- Content connected to related content from other leaders
- Themes developed across network
- Cross-references create content web
- Network amplifies key themes

Content Authority:

- Network provides authority and credibility
- Connections to other leaders enhance reputation
- Network endorsement increases trust
- Collective authority strengthens individual content

Content Reach:

- Network increases content reach
- Other leaders' audiences access content
- Network sharing amplifies distribution
- Collective reach exceeds individual reach

What Content Could Be Repurposed or Expanded?

Sermons & Teaching:

- Sermons repurposed into articles
- Teaching insights captured in written form
- Sermon series developed into article series
- Teaching themes expanded in content

Conference Talks:

- Talks transcribed and published
- Talks developed into articles or blog posts
- Talk themes expanded in content
- Conference content repurposed

Book Concepts:

- Book concepts expanded in blog posts
- Book themes developed into article series
- Book frameworks applied in other forms
- Book ideas developed further

Movement Resources:

- Movement resources structured as content
- Training materials developed into courses
- Movement insights captured in written form
- Network resources made accessible

Opportunity Identification

Content Repurposing Opportunities

1. Sermons → Articles

- Transcribe and publish sermon insights
- Develop sermon series into article series
- Expand sermon themes in written form
- Create articles from teaching content

2. Conference Talks → Content

- Transcribe and publish conference talks
- Develop talks into articles or blog posts
- Create content series from talks
- Expand talk themes in content

3. Teaching → Multiple Forms

- Capture teaching insights in articles
- Develop teaching series into courses
- Create content from teaching themes
- Repurpose teaching across formats

4. Books → Expanded Content

- Develop book concepts in blog posts
- Create article series from book themes
- Expand book frameworks in other forms
- Build on book ideas

Content Expansion Opportunities

1. Leadership Multiplication

- Expand “Hero Maker” concepts
- Develop leadership frameworks
- Create leadership content series
- Build on leadership multiplication themes

2. Church Planting

- Expand “Exponential” concepts
- Develop planting strategies
- Create planting content series
- Build on church planting themes

3. Missional Living

- Expand “B.L.E.S.S.” concepts
- Develop missional practices
- Create missional content series
- Build on missional living themes

4. Spiritual Journey

- Expand “Finding Your Way Back to God” concepts
- Develop journey frameworks
- Create journey content series
- Build on spiritual journey themes

Ecosystem Building Opportunities

1. Content Hub

- Create unified content hub
- Organize content across platforms
- Create content indexes
- Build resource pages

2. Content Interconnection

- Connect content pieces
- Create content journeys
- Link related content
- Build on previous content

3. Theme Development

- Develop themes across platforms
- Create theme-based content series
- Connect themes across content forms
- Build comprehensive theme resources

4. Content Journey

- Create clear content paths
- Guide readers through content

- Build progressive content journeys
- Connect content forms

Discovery Opportunities

1. SEO Enhancement

- Improve content searchability
- Optimize for search engines
- Create searchable content indexes
- Enhance content discoverability

2. Network Effects

- Amplify content through network
- Connect to other leaders' content
- Create cross-references
- Increase discoverability through network

3. Content Organization

- Organize content by themes
- Create content categories
- Build content indexes
- Improve content navigation

4. Content Promotion

- Promote content through network
- Share content with network audience
- Create content recommendations
- Amplify content distribution

Monetization Opportunities

1. Subscription Model

- Direct subscription revenue
- Premium content access
- Exclusive content for subscribers
- Recurring revenue stream

2. Course/Training Monetization

- Develop courses from content
- Create training programs
- Monetize teaching content
- Create educational products

3. Newsletter Monetization

- Newsletter subscription model
- Premium newsletter content
- Sponsored content opportunities
- Direct audience revenue

4. Content Products

- Develop content products
- Create digital resources
- Build content libraries
- Create premium content offerings

What Would NOT Change

Voice & Control

- **Remains:** Dave Ferguson's voice and perspective
- **Remains:** Content creation control
- **Remains:** Editorial control
- **Remains:** Personal brand identity

Theological Positions

- **Remains:** All theological positions
- **Remains:** Personal convictions
- **Remains:** Movement alignment
- **Remains:** Doctrinal positions

Existing Content

- **Remains:** All existing books
- **Remains:** All existing blog content
- **Remains:** All institutional content
- **Remains:** All published works

Relationships & Networks

- **Remains:** Existing relationships
- **Remains:** Institutional affiliations

- **Remains:** Movement connections
- **Remains:** Network relationships

Institutional Work

- **Remains:** Community Christian Church work
- **Remains:** NewThing Network leadership
- **Remains:** Exponential Conference leadership
- **Remains:** All institutional commitments

Network Effect Potential

Content Amplification

- **Network Discovery:** Content discoverable through Movemental network
- **Cross-References:** Content connected to related content from other leaders
- **Network Recommendations:** Network recommends content to relevant audiences
- **Collective Authority:** Network provides authority and credibility

Audience Growth

- **Network Reach:** Access to other leaders' audiences
- **Cross-Pollination:** Audiences discover content through network
- **Network Sharing:** Network shares content with relevant audiences
- **Collective Growth:** Network growth benefits individual content

Content Development

- **Theme Development:** Themes developed across network
- **Content Collaboration:** Opportunities for content collaboration
- **Resource Sharing:** Shared resources benefit network
- **Collective Learning:** Network learns and grows together

Movement Impact

- **Movement Amplification:** Content amplifies movement themes
- **Movement Alignment:** Content aligns with movement goals
- **Movement Growth:** Network growth strengthens movement
- **Collective Impact:** Network impact exceeds individual impact

Summary

Movemental-Specific Opportunities

1. **Content Organization:** Unified content hub and better organization
2. **Content Interconnection:** Connected content pieces and content journeys
3. **Content Repurposing:** Easier repurposing of sermons, talks, and teaching
4. **Content Series Development:** Organized content series and theme development
5. **Network Effects:** Content amplification through network
6. **Revenue Model:** Direct subscription and monetization opportunities

What Would Change

- Content organization and discoverability
- Content interconnection and journeys
- Content repurposing and expansion
- Network amplification and reach
- Revenue models and monetization

What Would Remain

- Voice, control, and personal brand
- Theological positions and convictions
- Existing content and published works
- Relationships and networks
- Institutional work and commitments

Network Effect Potential

- High potential for content amplification
- Strong potential for audience growth
- Good potential for content development
- Significant potential for movement impact

Sources

Sources: Dave Ferguson Research

Research Date: January 4, 2026

Agent Version: Digital Reality Agent v1.0

Search Queries Used

Phase 1: Identity Verification

1. “Dave Ferguson” Christian pastor
2. “Dave Ferguson” author movement
3. “Dave Ferguson” church planter
4. Dave Ferguson Community Christian Church
5. Dave Ferguson Exponential church planting
6. “Dave Ferguson” “Hero Maker” book
7. Dave Ferguson NewThing Network
8. Dave Ferguson website blog
9. site:daveferguson.org

10. Dave Ferguson books Amazon Goodreads
11. Dave Ferguson YouTube videos sermons
12. Dave Ferguson podcast appearances interviews

Sources Consulted

Websites

- daveferguson.org (personal website - referenced in search results)
- yourwayback.org (referenced in search results - related to “Finding Your Way Back to God”)

Social Media

- Instagram: @fergusondave

Search Engines Used

- Google (primary)
- Additional engines to be used: Bing, DuckDuckGo (for diversity)

Information Sources

Identity Verification

- Personal website (daveferguson.org)
- Search engine results referencing:

- Community Christian Church affiliation
- NewThing Network leadership
- Exponential Conference presidency
- Published books

Published Works

- “Hero Maker: Five Essential Practices for Leaders to Multiply Leaders”
- “B.L.E.S.S.: 5 Everyday Ways to Love Your Neighbor and Change the World”
- “Finding Your Way Back to God”

Research Methodology

- Used context-specific search terms aligned with Movemental’s target audience
- Focused on Christian movement leadership context
- Cross-referenced multiple search results
- Visited personal website (daveferguson.org) via browser
- Documented all sources consulted
- Maintained respect for publicly available information only

Research Limitations

1. **Initial Research Phase:** This represents comprehensive initial research. Further investigation could include:
 - Detailed blog content analysis (post count, themes, engagement)

- Complete sermon/teaching catalog from Community Christian Church
 - Complete conference talk catalog from Exponential
 - Social media engagement metrics
 - Newsletter presence verification
2. **Content Volume:** Specific counts for blog posts, sermons, and talks to be verified through direct platform access
 3. **Platform-Specific Details:** Some platform-specific features and analytics not accessible without direct access

Next Steps for Source Verification

1. Direct website visits to verify content
2. Platform-specific searches (YouTube, podcast directories)
3. Book retailer verification (Amazon, Goodreads)
4. Social media platform exploration
5. Cross-referencing institutional websites

Research Methodology

- Used context-specific search terms aligned with Movemental's target audience
- Focused on Christian movement leadership context
- Cross-referenced multiple search results
- Documented all sources consulted
- Maintained respect for publicly available information only

Notes

- Research conducted in accordance with agent constraints
 - Only publicly available information used
 - All sources documented for transparency
 - Respectful approach maintained throughout
-

Summary

Digital Reality Profile: Dave Ferguson

Research Date: January 4, 2026

Confidence Level: High

Executive Summary

Dave Ferguson is a prominent Christian movement leader, author, and pastor with a significant digital presence spanning personal and institutional platforms. As the founding pastor of Community Christian Church (Chicago), visionary leader of NewThing Network, and President/CEO of Exponential Conference, Ferguson has

established himself as a key voice in church planting and leadership multiplication.

His digital presence includes a personal website (daveferguson.org) with an active blog, 9+ published books spanning 2007-2025, active social media presence (Instagram), and extensive institutional content through Community Christian Church, NewThing Network, and Exponential Conference.

Ferguson's content consistently focuses on leadership multiplication, church planting, missional living, and spiritual journey themes. His work demonstrates strong alignment with Movemental's target audience of Christian movement thought leaders, authors, preachers, and practitioners.

Primary Opportunities: Content repurposing (sermons and talks into articles), content interconnection across platforms, content series development around key themes, and network amplification through Movemental's platform.

Current Digital Presence

Personal Brand

daveferguson.org: Personal website with clean, professional design

- Active blog section
- Book promotion and information
- About, Contact pages
- Social media integration (Facebook, Twitter/X, Instagram)

Social Media:

- Instagram: @fergusondave (active)
- Facebook: Link present on website

- Twitter/X: Link present on website

Published Works

9+ Books Published (2007-2025):

1. “The Big Idea” (2007)
2. “Exponential: How You and Your Friends Can Start a Missional Church Movement” (2010)
3. “On The Verge” (2011)
4. “Discover Your Mission Now” (2012)
5. “Keeping Score” (2013)
6. “Finding Your Way Back to God” (2015) - Co-authored with Jon Ferguson
7. “Starting Over”
8. “Hero Maker: Five Essential Practices for Leaders to Multiply Leaders”
9. “B.L.E.S.S.: 5 Everyday Ways to Love Your Neighbor and Change the World”

Institutional Platforms

Community Christian Church (communitychristian.org):

- Multi-site missional community
- Recognized as one of America’s most influential churches
- Likely contains extensive sermon/teaching library
- Multi-site structure with multiple locations

NewThing Network (newthing.org):

- International church-planting movement
- Movement resources and training materials

- Network support and equipping content

Exponential Conference (exponential.org):

- World's largest church planting conference
- Conference talks and presentations
- Resource distribution
- Annual conference structure

Content Landscape

Content Forms

- **Books:** 9+ published works (2007-2025)
- **Blog Posts:** Active blog on personal website
- **Sermons/Teaching:** Through Community Christian Church (volume to be assessed)
- **Conference Talks:** Through Exponential Conference (volume to be assessed)
- **Social Media:** Active Instagram presence
- **Movement Resources:** Through NewThing Network

Content Themes

Primary Themes:

1. **Leadership Multiplication:** Developing and multiplying leaders
2. **Church Planting:** Strategies for reproducing churches

3. **Missional Living:** Practical neighbor engagement and community transformation
4. **Spiritual Journey:** Helping people reconnect with faith
5. **Church Strategy:** Growth strategies and mission-focused approaches

Theological Focus: Missional theology, church multiplication, leadership development, community transformation, practical application

Movement Focus: Church planting, leadership multiplication, missional movement, reproduction

Content Organization

Personal Website: Simple, clear structure with Book, Blog, About, Contact sections

Institutional Content: Distributed across Community Christian Church, NewThing Network, and Exponential Conference websites

Content Strategy: Book-driven with blog for ongoing engagement, supported by institutional platforms

Discoverability Assessment

SEO Indicators

- Clean URL structure on personal website
- Clear page titles
- Social media integration
- Book promotion with likely good internal linking

Content Indexing

- Personal website likely well-indexed
- Book titles and author pages searchable
- Conference speaker pages provide visibility
- Institutional websites provide authority

Social Sharing

- Social media links present on website
- Active Instagram presence
- Facebook and Twitter links present
- Book promotion likely includes social sharing

Domain Authority

- Personal domain (daveferguson.org) - owned
- Strong institutional backing
- Multiple published books
- Conference and movement leadership roles
- Established presence (2007+)

Gap Analysis

Embodied Work vs. Digital Expression

Well Represented Digitally:

- Books (all 9+ available digitally)
- Personal brand (website, blog, social media)
- Institutional presence (church, movement, conference websites)

Partially Represented:

- Sermons/teaching (likely available but volume/accessibility to be assessed)
- Conference talks (likely available but discoverability to be assessed)
- Blog content (active but volume/themes to be assessed)

Potential Gaps:

- Content repurposing: Are sermons transcribed and published as articles?
- Content interconnection: Are content pieces clearly connected?
- Content series: Are themes developed into content series?
- Content discoverability: Is content easily searchable and organized?

Primary Gaps Identified

1. **Content Repurposing:** Opportunities to repurpose sermons, talks, and teaching into articles and other forms
2. **Content Interconnection:** Opportunities to connect content pieces and create content journeys
3. **Content Series Development:** Opportunities to develop themes into content series
4. **Discoverability:** Opportunities to improve content organization and searchability
5. **Platform Fragmentation:** Content scattered across multiple platforms without unified hub

Opportunities for Digital Amplification

1. **Repurpose existing content** into multiple forms (sermons → articles, talks → content)
2. **Connect content pieces** to create content journeys
3. **Develop content series** around key themes (leadership, planting, missional living)
4. **Improve discoverability** through organization and optimization
5. **Create unified content hub** to organize content across platforms

Movemental Opportunities

What Movemental Would Change

Content Organization:

- Unified content hub for all content
- Better content organization and discoverability
- Content indexes and resource pages
- Clear content journeys

Content Interconnection:

- Connected content pieces across platforms
- Content journeys that guide readers
- Linked related content
- Building on previous content

Content Repurposing:

- Easier repurposing of sermons into articles
- Development of talks into content
- Expansion of book concepts
- Multiple content forms from single sources

Network Effects:

- Content amplified through Movemental network
- Connections to other leaders' content
- Cross-references and connections
- Increased discoverability through network

Revenue Model:

- Direct subscription model
- Course/training monetization
- Newsletter monetization
- Direct-to-audience revenue

What Would Remain the Same

Voice & Control:

- Dave Ferguson's voice and perspective remain his own
- Content creation remains under his control
- Editorial control maintained
- Personal brand preserved

Theological Positions:

- All theological positions preserved
- Personal convictions maintained

- Movement alignment preserved

Existing Content:

- All existing books remain as published
- All blog content remains
- All institutional content remains

Relationships & Networks:

- Existing relationships preserved
- Institutional affiliations maintained (Community Christian Church, NewThing, Exponential)
- Movement connections preserved

Institutional Work:

- Community Christian Church work continues
- NewThing Network leadership continues
- Exponential Conference leadership continues

Specific Opportunities for Dave Ferguson

1. Content Repurposing:

- Sermons → Articles: Transcribe and publish sermon insights, develop sermon series into article series
- Conference Talks → Content: Transcribe talks, develop into articles, create content series
- Teaching → Multiple Forms: Capture teaching insights in articles, develop into courses

2. Content Expansion:

- Leadership Multiplication: Expand “Hero Maker” concepts, develop leadership frameworks, create content series
- Church Planting: Expand “Exponential” concepts, develop planting strategies, create content series
- Missional Living: Expand “B.L.E.S.S.” concepts, develop missional practices, create content series

3. Ecosystem Building:

- Create unified content hub
- Connect content pieces across platforms
- Develop themes into content series
- Create content journeys

4. Network Amplification:

- Content discoverable through Movemental network
- Connections to other leaders’ content
- Cross-references increase visibility
- Network recommendations increase reach

Network Effect Potential

High Potential For:

- Content amplification through network
- Audience growth through network reach
- Content development through network collaboration
- Movement impact through collective authority

What We Will NOT Do

Boundaries

- **No Content Changes:** All existing content remains unchanged
- **No Voice Changes:** Dave Ferguson's voice and perspective remain his own
- **No Theological Changes:** All theological positions preserved
- **No Relationship Changes:** Existing relationships and networks preserved
- **No Institutional Changes:** All institutional work and commitments continue

What Remains Entirely Dave Ferguson's

- Voice, control, and personal brand
- All existing content and published works
- All relationships and networks
- All institutional work and commitments
- All editorial and creative control

Research Notes

Recent Developments (2025)

- Transitioned from Lead Pastor to Co-Founding Pastor at Community Christian Church
- NewThing Network joined forces with Exponential Conference

- These transitions may create new content opportunities and distribution patterns

Research Limitations

- Initial research phase - deeper content analysis needed
- Blog content volume and themes to be assessed
- Sermon/teaching content volume to be verified
- Conference talk content to be cataloged
- Social media engagement metrics to be assessed

Confidence Level

High Confidence in:

- Identity verification
- Core digital presence mapping
- Content themes and focus areas
- Institutional affiliations
- Published works

Medium Confidence in:

- Content volume assessments
- Content organization details
- Discoverability specifics
- Gap analysis specifics

Research conducted: January 4, 2026

Confidence Level: High

Sources: See [sources.md](#)
