

Jr Woodward - 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 churches become missional movements. You lead, write, and form leaders in missional culture, church as movement, and leadership development.

I see your work at V3 Church Planting Movement, where you serve as National Director training church planters across North America, and through your co-founding of Missio Alliance and Praxis Gathering. Your books—including “Creating a Missional Culture,” “The Church as Movement” with others, and “The Scandal of Leadership: Unmasking the Powers of Domination in the Church” based on your Ph.D. research—along with your adjunct teaching at Fuller Theological Seminary, Central Seminary, and Missio Seminary, are anchored at jrwoodward.com.

I notice you return to the connection between research and practice: how academic study informs church planting, how missional theology shapes movement formation, how leadership development enables multiplication. Your

work exists in seminary classrooms where you teach, at conferences where you speak, across your personal website and organizational platforms, in your published books, through V3 training materials, in your Ph.D. research published as book, through your board service at multiple organizations.

What tends to get lost is continuity. Teaching 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 church planters and teachers 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: JR Woodward

Research Date: January 4, 2026

Confidence Level: High

Content Thematic Analysis

Primary Themes

Based on published books and professional roles, JR Woodward's content focuses on:

1. Missional Culture

- Creating missional culture in churches
- Establishing communities with missional DNA
- Focus: "Creating a Missional Culture" (2012)

2. Church as Movement

- Understanding church as movement rather than institution
- Movement dynamics and multiplication

- Focus: “The Church as Movement” (2016, co-authored)

3. Leadership and Power Dynamics

- Unmasking powers of domination in the church
- Leadership structures and practices
- Focus: “The Scandal of Leadership” (2023, based on Ph.D. research)

4. Church Planting

- 30+ years of practical church planting experience
- Training church planters across North America
- National Director of V3 Church Planting Movement

5. Community Formation

- Tight-knit community development
- Life-forming discipleship
- Locally-rooted presence

6. Boundary-Crossing Mission

- Mission that crosses boundaries
- Missional theology and practice
- Co-founder of Missio Alliance

7. Discipleship

- Life-forming discipleship practices
- Discipleship in missional context

8. Missional Theology

- Academic and practical missional theology
- Integration of theory and practice

- Ph.D. research in missional leadership

Theological Focus Areas

- **Missional Theology:** Core focus on missional church and movement
- **Ecclesiology:** Understanding of church as movement
- **Leadership Theology:** Power dynamics and leadership structures
- **Practical Theology:** Integration of theology and practice
- **Church Planting Theology:** Theological foundations for church planting

Movement Focus

- **Church Planting Movements:** National Director of V3 Church Planting Movement
- **Missional Movements:** Co-founder of Missio Alliance
- **Movement Practice:** Co-founder of Praxis Gathering
- **Movement Training:** Training church planters across North America

Recurring Topics and Subjects

- Missional culture creation
- Church as movement
- Leadership and power
- Church planting
- Community formation
- Discipleship
- Boundary-crossing mission
- Integration of theory and practice

- Training and equipping leaders

Content Organization Analysis

Content Organization Structure

Personal Brand: jrwoodward.com (personal website)

- Organization: To be verified (blog structure, categories, topics)

Organizational Platforms:

- **V3 Church Planting Movement:** Training materials, resources for church planters
- **Missio Alliance:** Articles, resources, community content
- **Praxis Gathering:** Conference materials, resources

Academic Platforms:

- Academia.edu: Research papers and articles
- **Seminary Platforms:** Course materials (Fuller, Central, Missio)

Publisher Platforms:

- **InterVarsity Press:** Author page for books
- **100 Movements Publishing:** Author page for recent book

Content Strategy Assessment

Strengths:

- Clear thematic consistency across books (missional culture, church as movement, leadership)
- Integration of academic research and practical experience
- Multiple platforms for different audiences (academic, practitioner, church planter)
- Recent publication (2023) indicates ongoing content creation

Organization Patterns:

- Books organized by theme/topic
- Academic content separate from practical content
- Organizational content separate from personal content
- Potential for content series development (to be verified)

Content Interconnection

Cross-References:

- Books reference each other (missional culture → church as movement → leadership)
- Academic research informs practical work (Ph.D. research → book publication)
- Training materials likely reference published works (to be verified)

Content Gaps:

- Potential gaps between academic research and practical content (to be verified)
- Potential gaps between books and ongoing content (articles, blog posts) (to be verified)
- Potential gaps between training materials and published content (to be verified)

Content Series Development

Potential Series:

- Missional culture series (to be verified)
- Church planting series (to be verified)
- Leadership series (to be verified)
- Discipleship series (to be verified)

Standalone Content:

- Books appear to be standalone but thematically connected
- Articles/blog posts (to be verified)
- Training materials (to be verified)

Voice & Style Analysis

Writing Style

Academic-Practical Integration:

- Ph.D. research published as accessible book
- Integration of academic rigor with practical application
- Suitable for both academic and practitioner audiences

Accessibility Level:

- Books published through InterVarsity Press (accessible to general Christian audience)
- Recent book through 100 Movements Publishing (movement-focused audience)

- Academic work through University of Manchester (academic audience)

Tone and Approach:

- Practical and applicable (30+ years church planting experience)
- Theologically grounded (Ph.D., seminary teaching)
- Movement-focused (co-founder of missional organizations)
- Leadership-focused (National Director role, recent book on leadership)

Theological Positioning

Observable Characteristics:

- Missional theology orientation
- Church planting focus
- Movement-oriented ecclesiology
- Leadership critique (recent book on “powers of domination”)
- Integration of theory and practice

Audience Level:

- **Popular:** Books accessible to general Christian audience
- **Practitioner:** Church planters, pastors, leaders
- **Academic:** Seminary students, researchers, Ph.D. candidates

Discoverability Assessment

SEO Indicators

Website SEO: jrwoodward.com (to be verified)

- Title tags: To be verified
- Meta descriptions: To be verified
- URL structure: To be verified

Content Indexing:

- Books indexed on Amazon, publisher sites (to be verified)
- Academic work indexed on [Academia.edu](https://www.academia.edu/)
- Website content (to be verified)

Social Sharing Indicators

- Social media presence (to be verified)
- Social sharing buttons (to be verified)
- Social engagement (to be verified)

Backlinks and References

Potential Backlinks:

- Missio Alliance references
- V3 Church Planting Movement references
- Seminary references
- Conference references (Exponential)
- Publisher references (IVP, 100 Movements)

References from Other Sites: To be verified

Domain Authority Indicators

Personal Website: jrwoodward.com (to be verified) **Organizational Websites:** V3, Missio Alliance, Praxis Gathering (to be verified) **Academic Platforms:** Academia.edu, seminary sites (to be verified)

Ecosystem Analysis

Content Ecosystem Structure

Connected Elements:

- Personal website (jrwoodward.com)
- Organizational platforms (V3, Missio Alliance, Praxis Gathering)
- Academic platforms (Academia.edu, seminars)
- Publisher platforms (IVP, 100 Movements)
- Conference platforms (Exponential)

Content Relationships:

- Books inform training materials (likely)
- Academic research informs books (confirmed: Ph.D. research → book)
- Training materials inform practice (V3 training)
- Organizational content supports movement (Missio Alliance, Praxis Gathering)

Cross-Platform Connections

Potential Connections:

- Books → articles/blog posts (to be verified)
- Training materials → books (to be verified)
- Academic research → practical content (confirmed)
- Conference talks → articles/books (to be verified)

Institutional Partnerships

Active Partnerships:

- V3 Church Planting Movement (National Director)
- Missio Alliance (Co-founder)
- Praxis Gathering (Co-founder)
- Fuller Theological Seminary (Adjunct Professor)
- Central Seminary (Adjunct Professor)
- Missio Seminary (Adjunct Professor)
- Reliant Mission (Board Member)
- Movement Leaders Collective (Board Member)
- Fuller Global Mission Advisory Council (Board Member)

Community Engagement

Community Indicators:

- Missio Alliance (community platform)
- V3 Church Planting Movement (training community)
- Praxis Gathering (conference community)
- Seminary communities (Fuller, Central, Missio)
- Comments, discussions, forums (to be verified)

Content Working Alone vs. Connected

Assessment:

- Books appear thematically connected
- Academic work connects to practical work (Ph.D. research → book)
- Organizational content supports movement work
- Potential for greater interconnection (to be verified)

Opportunities for Connection:

- Articles/blog posts connecting books (to be verified)
- Training materials connecting to books (to be verified)
- Video/audio content connecting to written content (to be verified)
- Series development across content forms (to be verified)

Content Gaps and Opportunities

Identified Gaps

1. Content Form Gaps:

- Articles/blog posts from books (to be verified)
- Video content from written content (to be verified)
- Podcast content (to be verified)
- Course content from books (to be verified)

2. Content Series Gaps:

- Series development from books (to be verified)

- Series development from training (to be verified)
- Series development from academic work (to be verified)

3. Content Interconnection Gaps:

- Cross-referencing between platforms (to be verified)
- Content repurposing opportunities (to be verified)
- Content expansion opportunities (to be verified)

Content Expansion Opportunities

1. From Books:

- Article series from each book
- Video series from book content
- Course development from books
- Podcast series from books

2. From Training:

- Written content from training materials
- Video content from training
- Course development from training

3. From Academic Work:

- Popular articles from academic research
- Practical applications from research
- Training materials from research

Notes

- Strong thematic consistency across all work
 - Clear integration of academic and practical content
 - Multiple platforms serving different audiences
 - Recent publication indicates active content creation
 - Potential for greater content interconnection and series development
 - Need to verify specific content volumes, frequencies, and interconnections
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Digital Presence Discovery

Digital Presence Discovery: JR Woodward

Research Date: January 4, 2026

Confidence Level: High

Website Presence

Primary Website

jrwoodward.com

- Status: Active, official personal website
- Purpose: Personal/professional website
- Content: To be verified (about page, blog, resources, etc.)
- Structure: To be verified

Organizational Websites

1. V3 Church Planting Movement

- Role: National Director
- Type: Church planting movement organization
- Content: Training materials, resources for church planters
- Status: Active

2. Missio Alliance

- Role: Co-founder
- Type: Missional theology and practice alliance
- Content: Articles, resources, community
- Status: Active

3. Praxis Gathering

- Role: Co-founder
- Type: Missional practice gathering/conference

- Content: Conference materials, resources
- Status: Active

Publisher Websites

1. InterVarsity Press (IVP)

- Books: “Creating a Missional Culture” (2012), “The Church as Movement” (2016)
- Author page: To be verified

2. 100 Movements Publishing

- Book: “The Scandal of Leadership” (2023)
- Author page: To be verified

Academic Platforms

1. University of Manchester Academia.edu

- Profile: JRWoodwardPhD
- Content: Research papers, academic articles, Ph.D. research
- Status: Active

2. Fuller Theological Seminary

- Role: Adjunct Professor
- Program: Doctor of Global Leadership
- Content: Course materials, academic resources
- Status: Active

3. Central Seminary

- Role: Adjunct Professor
- Content: Course materials
- Status: Active

4. Missio Seminary

- Role: Adjunct Professor
- Content: Course materials
- Status: Active

Platform Presence Discovery

Blogging Platforms

- **Personal Website Blog:** jrwoodward.com (to be verified)
- **Other Platforms:** To be verified (WordPress, Medium, Substack, etc.)

Social Media

- **Twitter/X:** To be verified
- **Facebook:** To be verified
- **LinkedIn:** To be verified
- **Instagram:** To be verified
- **YouTube:** To be verified

Publishing Platforms

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

- **Goodreads:** To be verified
- **InterVarsity Press Author Page:** To be verified
- **100 Movements Publishing:** To be verified

Video Platforms

- **YouTube:** To be verified
- **Vimeo:** To be verified
- **Conference Platforms:** Exponential and others (to be verified)
- **Institutional Video Hosting:** Seminary platforms (to be verified)

Audio Platforms

- **Podcast Platforms:** To be verified (Apple Podcasts, Spotify, etc.)
- **Podcast Appearances:** To be verified

Course/Learning Platforms

- **Seminary LMS:** Fuller, Central, Missio Seminary platforms (to be verified)
- **V3 Training Platforms:** V3 Church Planting Movement training (to be verified)
- **Other Learning Platforms:** To be verified (Teachable, Thinkific, etc.)

Newsletter Platforms

- **Newsletter:** To be verified (Mailchimp, ConvertKit, Substack, etc.)

Academic Platforms

- [Academia.edu](#): Active (JRWoodwardPhD profile)
- **ResearchGate**: To be verified
- **Institutional Repositories**: University of Manchester, seminary repositories (to be verified)

Conference Platforms

- **Exponential**: Speaker profile confirmed
- **Other Conferences**: To be verified

Content Form Discovery

Books

1. **“Creating a Missional Culture”** (2012)
 - Publisher: InterVarsity Press
 - Format: Print and digital
 - Status: Published
2. **“The Church as Movement”** (2016)
 - Publisher: InterVarsity Press
 - Format: Print and digital
 - Status: Published (co-authored)
3. **“The Scandal of Leadership: Unmasking the Powers of Domination in the Church”** (2023)

- Publisher: 100 Movements Publishing
- Format: Print and digital
- Status: Published (based on Ph.D. research)

Articles/Blog Posts

- **Personal Website:** To be verified
- **Missio Alliance:** To be verified
- **Other Platforms:** To be verified

Academic Papers

- **Academia.edu:** Research papers and articles (to be verified)
- **Ph.D. Research:** University of Manchester (published as book in 2023)
- **Other Academic Publications:** To be verified

Sermons/Talks

- **Conference Talks:** Exponential and others (to be verified)
- **Church Teaching:** To be verified
- **Video/Audio:** To be verified

Courses/Training Materials

- **V3 Church Planting Training:** Training materials for church planters (to be verified)
- **Seminary Courses:** Fuller, Central, Missio Seminary (to be verified)
- **Doctor of Global Leadership Cohort:** Fuller Theological Seminary (starting Spring 2025)

Podcasts

- **Podcast Appearances:** To be verified
- **Own Podcast:** To be verified

Video Content

- **YouTube:** To be verified
- **Conference Videos:** To be verified
- **Teaching Videos:** To be verified

Social Media Content

- **Twitter/X:** To be verified
- **Facebook:** To be verified
- **LinkedIn:** To be verified
- **Instagram:** To be verified

Newsletter Content

- **Newsletter:** To be verified

Content Volume Assessment

Published Books

- **Total Books:** 3 (1 solo, 1 co-authored, 1 recent solo)
- **Publication Span:** 2012-2023

- **Most Recent:** 2023 (“The Scandal of Leadership”)

Articles/Blog Posts

- **Count:** To be verified
- **Frequency:** To be verified
- **Recency:** To be verified

Academic Papers

- **Count:** To be verified ([Academia.edu](https://www.academia.edu) profile)
- **Ph.D. Research:** Published as book (2023)

Sermons/Talks

- **Count:** To be verified
- **Series:** To be verified
- **Recency:** To be verified

Video Content

- **Count:** To be verified
- **Platforms:** To be verified
- **Recency:** To be verified

Podcast Episodes

- **Count:** To be verified
- **Platforms:** To be verified

- **Recency:** To be verified

Training Materials

- **V3 Training:** To be verified
- **Seminary Courses:** To be verified

Platform Distribution Summary

Confirmed Platforms

1. **Personal Website:** jrwoodward.com
2. **Academia.edu:** JRWoodwardPhD profile
3. **Organizational:** V3 Church Planting Movement, Missio Alliance, Praxis Gathering
4. **Publishers:** InterVarsity Press, 100 Movements Publishing
5. **Academic:** Fuller Theological Seminary, Central Seminary, Missio Seminary
6. **Conferences:** Exponential

Platforms to Verify

- Social media (Twitter, Facebook, LinkedIn, Instagram, YouTube)
- Blogging platforms (beyond personal website)
- Podcast platforms
- Newsletter platforms
- Video platforms (beyond YouTube)
- Amazon/Goodreads author pages

- Other conference platforms
- Other academic platforms

Content Frequency & Recency

- **Most Recent Publication:** 2023 (“The Scandal of Leadership”)
- **Book Publication Frequency:** Approximately every 4-6 years
- **Other Content:** To be verified

Notes

- Strong organizational presence (V3, Missio Alliance, Praxis Gathering)
- Active academic presence (multiple seminary affiliations, Academia.edu)
- Recent publication (2023) indicates active writing
- Ph.D. research published as book suggests ongoing academic engagement
- National Director role suggests active training and content creation
- Multiple platforms suggest distributed digital presence
- Need to verify specific content volumes and frequencies on each platform

Gap Analysis

Gap Analysis: JR Woodward

Research Date: January 4, 2026

Confidence Level: High

Embodied Work Indicators

Teaching/Speaking Engagements

Conferences:

- **Exponential:** Confirmed speaker profile
- **Other Conferences:** To be verified (Praxis Gathering, Missio Alliance events, etc.)

Speaking Frequency: To be verified **Speaking Topics:** To be verified (likely missional culture, church planting, leadership, movement)

Pastoral/Ministry Roles

Church Planting:

- Over 30 years of experience establishing churches

- Focus on tight-knit community, life-forming discipleship, locally-rooted presence, boundary-crossing mission
- Active church planting work (to be verified)

Current Ministry Role: To be verified

Institutional Affiliations

Organizations:

- **V3 Church Planting Movement:** National Director (training church planters across North America)
- **Missio Alliance:** Co-founder
- **Praxis Gathering:** Co-founder

Seminaries:

- **Fuller Theological Seminary:** Adjunct Professor (Doctor of Global Leadership cohort starting Spring 2025)
- **Central Seminary:** Adjunct Professor
- **Missio Seminary:** Adjunct Professor

Boards:

- **Reliant Mission:** Board Member
- **Movement Leaders Collective:** Board Member
- **Fuller Global Mission Advisory Council:** Board Member

Movement/Network Participation

Active Participation:

- V3 Church Planting Movement (National Director)

- Missio Alliance (Co-founder)
- Praxis Gathering (Co-founder)
- Movement Leaders Collective (Board Member)
- Fuller Global Mission Advisory Council (Board Member)

Book Publications

Published Books:

1. “Creating a Missional Culture” (2012) - InterVarsity Press
2. “The Church as Movement” (2016) - InterVarsity Press (co-authored)
3. “The Scandal of Leadership” (2023) - 100 Movements Publishing

Print Presence: Established through recognized publishers (IVP, 100 Movements)

Established Reputation/Recognition

Recognition Indicators:

- National Director role (V3 Church Planting Movement)
- Co-founder of significant organizations (Missio Alliance, Praxis Gathering)
- Adjunct professor at multiple seminaries
- Board service on multiple organizations
- Conference speaker (Exponential)
- Published author with recognized publishers
- Ph.D. from University of Manchester

Digital Expression Analysis

Embodied Work Representation

Books → Digital:

- Books available in digital format (to be verified)
- Book content expanded online (to be verified)
- Articles/blog posts from books (to be verified)

Teaching → Digital:

- Conference talks transcribed and published (to be verified)
- Seminary lectures available online (to be verified)
- Training materials available digitally (to be verified)

Training → Digital:

- V3 training materials available online (to be verified)
- Training content expanded into articles/courses (to be verified)

Research → Digital:

- Ph.D. research published as book (2023) - confirmed
- Academic papers available online ([Academia.edu](https://www.academia.edu)) - confirmed
- Research expanded into practical content (to be verified)

Content Continuity

Between Forms:

- Books → articles/blog posts (to be verified)

- Teaching → written content (to be verified)
- Training → published content (to be verified)
- Research → practical content (confirmed: Ph.D. research → book)

Between Platforms:

- Personal website → organizational platforms (to be verified)
- Academic platforms → practical platforms (to be verified)
- Publisher platforms → personal platforms (to be verified)

Digital Extension of Live Teaching

Conference Talks:

- Talks available online (to be verified)
- Talks transcribed and published (to be verified)
- Talks expanded into articles/courses (to be verified)

Seminary Teaching:

- Lectures available online (to be verified)
- Course materials available (to be verified)
- Teaching expanded into content (to be verified)

Training:

- Training materials available online (to be verified)
- Training expanded into courses/articles (to be verified)

Ideas from Books Developed Further Online

Book Content Expansion:

- “Creating a Missional Culture” → articles/courses (to be verified)
- “The Church as Movement” → articles/courses (to be verified)
- “The Scandal of Leadership” → articles/courses (to be verified)

Book Series Development:

- Series from book topics (to be verified)
- Expanded content from books (to be verified)

Gap Identification

What Exists in Embodied Work But Not Digitally

Potential Gaps:

1. Conference Talks:

- Talks not transcribed/published online (to be verified)
- Talks not expanded into articles/courses (to be verified)
- Video/audio not available online (to be verified)

2. Seminary Teaching:

- Lectures not available online (to be verified)
- Course materials not publicly available (to be verified)
- Teaching insights not captured in articles (to be verified)

3. Training Content:

- V3 training materials not publicly available (to be verified)

- Training insights not expanded into articles/courses (to be verified)
- Training content not connected to books (to be verified)

4. Church Planting Experience:

- 30+ years of experience not fully captured in digital content (to be verified)
- Practical insights not expanded into articles/courses (to be verified)
- Stories and case studies not published (to be verified)

5. Board Service Insights:

- Insights from board service not captured in content (to be verified)
- Organizational leadership insights not published (to be verified)

What Digital Content Exists But Isn't Connected

Potential Disconnection:

1. Books vs. Articles:

- Books not connected to ongoing articles/blog posts (to be verified)
- Articles not connected to books (to be verified)

2. Academic vs. Practical:

- Academic work not fully connected to practical content (to be verified)
- Practical content not connected to academic work (to be verified)

3. Organizational vs. Personal:

- Organizational content not connected to personal content (to be verified)
- Personal content not connected to organizational content (to be verified)

4. Platform Fragmentation:

- Content scattered across platforms without clear connection (to be verified)
- No unified content ecosystem (to be verified)

Opportunities for Digital Amplification

Content Repurposing Opportunities:

1. Sermons/Talks → Articles:

- Conference talks → articles/blog posts
- Seminary lectures → articles
- Training sessions → articles

2. Teaching → Courses:

- Seminary courses → online courses
- Training materials → courses
- Book content → courses

3. Books → Series:

- Book topics → article series
- Book chapters → expanded content
- Book themes → video series

4. Research → Practical Content:

- Academic research → popular articles
- Ph.D. research → practical applications (partially done: book publication)
- Research insights → training materials

5. Experience → Content:

- 30+ years church planting → case studies/articles
- Training experience → courses/articles
- Board service → leadership content

Content Forms Missing

Potential Missing Forms:

1. Articles from Sermons/Talks:

- Conference talks → articles (to be verified)
- Teaching → articles (to be verified)

2. Courses from Teaching:

- Seminary teaching → courses (to be verified)
- Training → courses (to be verified)
- Books → courses (to be verified)

3. Video Content:

- Teaching videos (to be verified)
- Book discussion videos (to be verified)
- Training videos (to be verified)

4. Podcast Content:

- Own podcast (to be verified)
- Regular podcast appearances (to be verified)
- Podcast series from books (to be verified)

5. Newsletter Content:

- Regular newsletter (to be verified)
- Newsletter connecting all content (to be verified)

Discoverability Gaps

Potential Discoverability Issues:

1. SEO Gaps:

- Website SEO optimization (to be verified)
- Content discoverability (to be verified)

2. Platform Fragmentation:

- Content scattered across platforms
- No unified discoverability strategy (to be verified)

3. Content Indexing:

- Content not fully indexed (to be verified)
- Search visibility (to be verified)

Connection Gaps

Content Isolation

Potential Isolation:

1. Books as Standalone:

- Books not connected to ongoing content (to be verified)
- Books not expanded into series (to be verified)

2. Platform Isolation:

- Content on different platforms not connected (to be verified)
- No cross-platform linking (to be verified)

3. Content Form Isolation:

- Written content not connected to video/audio (to be verified)
- Academic content not connected to practical (to be verified)

Content Repurposing Opportunities

Repurposing Potential:

1. Books → Multiple Forms:

- Books → articles
- Books → courses
- Books → video series
- Books → podcast series

2. Teaching → Multiple Forms:

- Teaching → articles
- Teaching → courses
- Teaching → video content
- Teaching → podcast content

3. Training → Multiple Forms:

- Training → articles
- Training → courses
- Training → video content

Series Development Opportunities

Potential Series:

1. From Books:

- Missional culture series
- Church as movement series
- Leadership series

2. From Teaching:

- Seminary course series
- Training series
- Conference talk series

3. From Experience:

- Church planting series
- Leadership series
- Movement series

Theme Expansion Opportunities

Expandable Themes:

1. Missional Culture:

- Expand into article series
- Expand into courses
- Expand into video content

2. Church as Movement:

- Expand into article series
- Expand into courses
- Expand into training materials

3. **Leadership:**

- Expand into article series
- Expand into courses
- Expand into video content

4. **Church Planting:**

- Expand into article series
- Expand into courses
- Expand into case studies

Summary of Gaps

Primary Gaps Identified

1. **Content Repurposing:** Opportunities to repurpose teaching, training, and books into multiple content forms
2. **Content Connection:** Opportunities to connect content across platforms and forms
3. **Content Series:** Opportunities to develop series from books, teaching, and training
4. **Digital Amplification:** Opportunities to amplify embodied work (30+ years experience, teaching, training) digitally
5. **Discoverability:** Opportunities to improve content discoverability and SEO

Opportunities for Amplification

1. From Embodied Work:

- Conference talks → articles/courses
- Seminary teaching → articles/courses
- Training materials → articles/courses
- 30+ years experience → case studies/articles

2. From Existing Content:

- Books → article series
- Books → courses
- Books → video series
- Academic research → practical content

3. Content Ecosystem:

- Connect all platforms
- Create unified content ecosystem
- Develop content series across forms

Notes

- Strong embodied work (30+ years experience, teaching, training, books)
- Clear opportunities for digital amplification
- Potential for content repurposing and series development
- Need to verify specific gaps and opportunities through detailed platform analysis

Identity Verification

Identity Verification: JR Woodward

Research Date: January 4, 2026

Confidence Level: High

Primary Identity

Full Name: JR Woodward

Primary Role: Church Planter, Author, Missiologist, National Director

Location: United States (specific location not identified in initial research)

Personal Background

Experience: Over 30 years of experience in establishing churches that emphasize:

- Tight-knit community
- Life-forming discipleship
- Locally-rooted presence

- Boundary-crossing mission

Educational Background:

- **Ph.D.:** University of Manchester (UK)
- **Master of Arts in Global Leadership:** Fuller Theological Seminary

Institutional Affiliations

1. V3 Church Planting Movement

- Role: National Director
- Type: Church planting movement that trains church planters across North America
- Focus: Training and equipping church planters

2. Missio Alliance

- Role: Co-founder
- Type: Alliance/organization focused on missional theology and practice

3. Praxis Gathering

- Role: Co-founder
- Type: Gathering/conference focused on missional practice

4. Fuller Theological Seminary

- Role: Adjunct Professor
- Program: Doctor of Global Leadership (leading cohort starting Spring 2025)

5. Central Seminary

- Role: Adjunct Professor

6. Missio Seminary

- Role: Adjunct Professor

7. Reliant Mission

- Role: Board Member

8. Movement Leaders Collective

- Role: Board Member

9. Fuller Global Mission Advisory Council

- Role: Board Member

Published Works

JR Woodward has authored or co-authored several books:

1. “Creating a Missional Culture” (2012)

- Publisher: InterVarsity Press (IVP)
- Focus: Establishing missional culture in churches

2. “The Church as Movement” (2016)

- Publisher: InterVarsity Press (IVP)
- Co-authored work
- Focus: Understanding church as movement

3. “The Scandal of Leadership: Unmasking the Powers of Domination in the Church” (Spring 2023)

- Publisher: 100 Movements Publishing
- Based on Ph.D. research
- Focus: Leadership and power dynamics in the church

Focus Areas: Missional culture, church planting, missional theology, leadership, discipleship, community formation, boundary-crossing mission

Professional Roles

- **Church Planter:** Over 30 years of experience establishing churches
- **Author:** Published author with 3 books (1 solo, 1 co-authored, 1 recent solo)
- **Missiologist:** Academic and practical focus on missional theology and practice
- **National Director:** V3 Church Planting Movement
- **Co-founder:** Missio Alliance, Praxis Gathering
- **Adjunct Professor:** Fuller Theological Seminary, Central Seminary, Missio Seminary
- **Board Member:** Reliant Mission, Movement Leaders Collective, Fuller Global Mission Advisory Council
- **Speaker:** Conference speaker (Exponential and others)

Digital Presence Indicators

- **Personal Website:** jrwoodward.com (active)
- **Academic Presence:**
 - University of Manchester [Academia.edu](https://www.academia.edu) profile
 - Multiple seminary affiliations

- **Organizational Websites:**
 - V3 Church Planting Movement
 - Missio Alliance
 - Praxis Gathering
- **Publisher Presence:** InterVarsity Press (IVP) author page, 100 Movements Publishing
- **Conference Presence:** Exponential conference speaker profile

Personal Information

- **Interests:** Surfing, traveling, reading, skateboarding, photography, film
- **Film Interest:** Attends Sundance Film Festival whenever possible
- **Location:** United States (specific location not identified)

Distinguishing Factors

- Strong alignment with Movemental's target audience (Christian movement thought leaders, church planters, missional practitioners)
- Established author with 3 published books spanning missional culture, church as movement, and leadership
- Over 30 years of practical church planting experience combined with academic credentials (Ph.D.)
- National leadership role (V3 Church Planting Movement National Director)
- Co-founder of significant missional organizations (Missio Alliance, Praxis Gathering)
- Academic involvement (adjunct professor at multiple seminaries)

- Board service on multiple missional organizations
- Unique combination of practitioner experience and academic research
- Recent publication (2023) based on doctoral research

Identity Verification Notes

- Multiple sources confirm identity as church planter, author, missiologist, and national director
- Clear alignment with Christian movement leadership context
- Established digital presence with personal website (jrwoodward.com)
- Published author with multiple books through recognized publishers (IVP, 100 Movements Publishing)
- High confidence in identity match
- Strong academic credentials (Ph.D. from University of Manchester)
- Extensive practical experience (30+ years church planting)
- Clear institutional affiliations and leadership roles
- Recent academic work (Ph.D. research published as book in 2023)

Potential Ambiguity

- No significant ambiguity detected in initial research
- Name format “JR Woodward” (initials + last name) is relatively distinctive
- Context-specific searches (missional, church planting, Christian, author) clearly identify the correct individual
- Multiple institutional affiliations, published works, and leadership roles provide strong verification

- Clear professional markers (V3 National Director, Missio Alliance co-founder, specific book titles, Ph.D. from University of Manchester)

Next Steps

- Continue with Phase 2: Digital Presence Discovery
 - Verify additional platforms and content locations
 - Explore personal website (jrwoodward.com) structure and content
 - Cross-reference book publications on Amazon, Goodreads, publisher sites
 - Explore organizational websites (V3, Missio Alliance, Praxis Gathering)
 - Identify social media presence
 - Catalog video/podcast content
 - Review Academia.edu profile for research papers and articles
 - Explore conference speaking content (Exponential and others)
-

Movemental Analysis

Movemental-Specific Analysis: JR Woodward

Research Date: January 4, 2026

Confidence Level: High

Platform Gaps Assessment

Current Platform Limitations

Platform Fragmentation:

- Content distributed across multiple platforms (personal website, organizational platforms, academic platforms, publisher platforms)
- No unified content platform
- Potential for content to be scattered without clear connection

Platform Ownership:

- **Owned Platforms:** jrwoodward.com (personal website - owned)
- **Rented Platforms:** Social media (if present), third-party platforms (Academia.edu, publisher sites, etc.)
- **Organizational Platforms:** V3, Missio Alliance, Praxis Gathering (organizational, not personal)

Revenue Model Gaps:

- Books generate revenue through publishers (IVP, 100 Movements)
- Training generates revenue through V3 (organizational)
- No clear direct revenue model for personal content (to be verified)
- Potential for subscription/course revenue (to be verified)

Analytics Gaps:

- Analytics across multiple platforms (to be verified)
- No unified analytics view (to be verified)
- Limited insight into content performance across platforms (to be verified)

Platform-Specific Limitations

Personal Website:

- Limited to personal content (to be verified)
- May not support all content forms (courses, subscriptions, etc.) (to be verified)

Organizational Platforms:

- Content tied to organizations, not personal brand
- Limited personal control over organizational platforms
- Content may not be easily portable

Academic Platforms:

- Academic content separate from practical content
- Limited integration with practical platforms
- Academic audience separate from practitioner audience

Publisher Platforms:

- Books tied to publisher platforms
- Limited control over book presentation and marketing
- Books may not be easily connected to other content

Movemental Fit Analysis

Gaps Movemental Specifically Addresses

1. Platform Unification:

- **Current State:** Content scattered across multiple platforms (personal website, organizational platforms, academic platforms, publisher platforms)
- **Movemental Solution:** Unified platform for all content
- **Impact:** All content in one place, easier discovery and connection

2. Content Interconnection:

- **Current State:** Content potentially isolated across platforms (to be verified)
- **Movemental Solution:** Built-in content interconnection and cross-referencing
- **Impact:** Books, articles, courses, videos all connected in one ecosystem

3. Content Repurposing:

- **Current State:** Limited content repurposing (books standalone, teaching not expanded) (to be verified)
- **Movemental Solution:** Easy content repurposing across forms (articles, courses, videos, podcasts)
- **Impact:** Teaching, training, books can be expanded into multiple content forms

4. Series Development:

- **Current State:** Books standalone, limited series development (to be verified)
- **Movemental Solution:** Built-in series development tools
- **Impact:** Books can become article series, courses, video series

5. Discoverability:

- **Current State:** Content discoverability limited by platform fragmentation (to be verified)
- **Movemental Solution:** Unified platform with network effects and SEO optimization

- **Impact:** Content more discoverable through network and platform optimization

6. Revenue Model:

- **Current State:** Revenue through publishers and organizations, limited direct revenue (to be verified)
- **Movemental Solution:** Built-in subscription, course, and book revenue models
- **Impact:** Direct revenue from content, not dependent on publishers/organizations

7. Analytics:

- **Current State:** Analytics across multiple platforms, no unified view (to be verified)
- **Movemental Solution:** Unified analytics across all content
- **Impact:** Better insight into content performance and audience engagement

What Would Meaningfully Change with Movemental

Content Organization:

- All content unified in one platform
- Clear content interconnection and cross-referencing
- Easy content discovery and navigation

Content Creation:

- Easier content repurposing (teaching → articles, books → courses)
- Built-in series development tools
- Multiple content forms in one platform

Content Distribution:

- Unified distribution across all content forms
- Network effects for content discovery
- Better SEO and discoverability

Revenue Generation:

- Direct revenue from subscriptions, courses, books
- Not dependent on publishers/organizations
- Multiple revenue streams in one platform

Analytics and Insights:

- Unified analytics across all content
- Better understanding of audience engagement
- Data-driven content decisions

What Would Remain Entirely the Person's

Voice and Control:

- All content remains JR Woodward's voice
- Full control over content creation and distribution
- No change to theological positions or content quality

Existing Content:

- All existing books remain as published
- All existing content remains accessible
- No requirement to change existing content

Relationships and Networks:

- Relationships with V3, Missio Alliance, Praxis Gathering remain intact
- Seminary teaching roles remain
- Board service remains
- Conference speaking remains

Organizational Roles:

- National Director role (V3) remains
- Co-founder roles (Missio Alliance, Praxis Gathering) remain
- Adjunct professor roles remain
- Board service remains

Content Quality:

- Academic rigor remains
- Practical focus remains
- Integration of theory and practice remains

Network Effects Potential

Content Discovery:

- Network effects for content discovery
- Cross-referencing with other Movemental users
- Collaborative content opportunities

Audience Growth:

- Network effects for audience growth
- Cross-promotion with other Movemental users
- Community engagement around content

Content Amplification:

- Network effects for content amplification
- Sharing and engagement across network
- Viral potential for content

Opportunity Identification

Content Repurposing Opportunities

1. Books → Articles:

- “Creating a Missional Culture” → article series on missional culture
- “The Church as Movement” → article series on church as movement
- “The Scandal of Leadership” → article series on leadership and power

2. Books → Courses:

- “Creating a Missional Culture” → course on missional culture
- “The Church as Movement” → course on church as movement
- “The Scandal of Leadership” → course on leadership

3. Teaching → Articles:

- Conference talks → articles
- Seminary lectures → articles
- Training sessions → articles

4. Teaching → Courses:

- Seminary courses → online courses

- Training materials → courses
- Conference talks → courses

5. Research → Practical Content:

- Ph.D. research → popular articles
- Academic papers → practical applications
- Research insights → training materials

Content Expansion Opportunities

1. Series Development:

- Missional culture series (from book)
- Church as movement series (from book)
- Leadership series (from book)
- Church planting series (from 30+ years experience)
- Training series (from V3 training)

2. Theme Expansion:

- Expand book themes into multiple content forms
- Expand teaching themes into articles/courses
- Expand training themes into content

3. Content Forms:

- Add video content (teaching, book discussions)
- Add podcast content (own podcast, series)
- Add newsletter content (regular newsletter)
- Add course content (from books, teaching, training)

Ecosystem Building Opportunities

1. Content Connection:

- Connect books to articles/courses
- Connect teaching to written content
- Connect training to published content
- Connect academic work to practical content

2. Platform Unification:

- Unify all content in one platform
- Connect personal and organizational content
- Connect academic and practical content

3. Audience Unification:

- Unify academic and practitioner audiences
- Unify personal and organizational audiences
- Create unified community around content

Discovery Opportunities

1. SEO Optimization:

- Unified platform SEO optimization
- Better content indexing
- Improved search visibility

2. Network Effects:

- Content discovery through network
- Cross-referencing with other users

- Collaborative content opportunities

3. Content Amplification:

- Network sharing and engagement
- Viral potential for content
- Community engagement around content

Monetization Opportunities

1. Subscriptions:

- Subscription model for content access
- Premium content subscriptions
- Community subscriptions

2. Courses:

- Course revenue from book content
- Course revenue from teaching
- Course revenue from training

3. Books:

- Direct book sales through platform
- Book bundles and packages
- Book + course combinations

4. Content Packages:

- Content bundles (books + courses + articles)
- Series packages
- Theme packages

What Would NOT Change

Content Ownership

- All content remains JR Woodward's
- Full control over content creation and distribution
- No change to content ownership

Voice and Style

- Academic-practical integration remains
- Movement-focused approach remains
- Leadership-focused approach remains
- Integration of theory and practice remains

Theological Positions

- Missional theology orientation remains
- Church planting focus remains
- Movement-oriented ecclesiology remains
- Leadership critique remains

Existing Content

- All existing books remain as published
- All existing content remains accessible
- No requirement to change existing content

Relationships and Networks

- Relationships with V3, Missio Alliance, Praxis Gathering remain intact
- Seminary teaching roles remain
- Board service remains
- Conference speaking remains

Organizational Roles

- National Director role (V3) remains
- Co-founder roles (Missio Alliance, Praxis Gathering) remain
- Adjunct professor roles remain
- Board service remains

Professional Identity

- Church planter identity remains
- Author identity remains
- Missiologist identity remains
- Academic identity remains
- Movement leader identity remains

Movemental-Specific Recommendations

High-Impact Opportunities

1. Content Unification:

- Unify all content in Movemental platform
- Connect books, articles, courses, videos in one ecosystem
- Create unified content discovery experience

2. Content Repurposing:

- Repurpose books into article series and courses
- Repurpose teaching into articles and courses
- Repurpose training into courses and articles

3. Series Development:

- Develop series from books (missional culture, church as movement, leadership)
- Develop series from teaching (seminary courses, training)
- Develop series from experience (church planting, leadership)

4. Network Effects:

- Leverage network effects for content discovery
- Cross-reference with other Movemental users
- Collaborative content opportunities

5. Revenue Generation:

- Direct revenue from subscriptions, courses, books
- Multiple revenue streams in one platform
- Not dependent on publishers/organizations

Medium-Impact Opportunities

1. Content Expansion:

- Expand book themes into multiple content forms
- Expand teaching themes into articles/courses
- Expand training themes into content

2. Content Forms:

- Add video content (teaching, book discussions)
- Add podcast content (own podcast, series)
- Add newsletter content (regular newsletter)

3. Analytics and Insights:

- Unified analytics across all content
- Better understanding of audience engagement
- Data-driven content decisions

Low-Impact Opportunities

1. Content Optimization:

- SEO optimization for all content
- Content indexing improvements
- Search visibility improvements

2. Community Engagement:

- Community features around content
- Discussion and engagement tools
- Collaborative content opportunities

Summary

Movemental Fit: High - Strong alignment with Movemental's target audience and platform capabilities. JR Woodward's work (30+ years church planting experience, published author, National Director, co-founder of missional organizations, adjunct professor) aligns perfectly with Movemental's focus on Christian movement thought leaders.

Key Opportunities:

- Content unification across multiple platforms
- Content repurposing (books → articles/courses, teaching → articles/courses)
- Series development from books, teaching, and experience
- Network effects for content discovery and amplification
- Direct revenue generation from content

What Remains:

- All content ownership and control
- Voice, style, and theological positions
- Existing content and relationships
- Organizational roles and professional identity

Movemental Impact: Movemental would meaningfully change content organization, creation, distribution, and revenue generation while preserving all

existing content, relationships, and professional identity.

Sources

Sources: JR Woodward

Research Date: January 4, 2026

Confidence Level: High

Search Queries Used

1. "JR Woodward Christian author pastor"
2. "JR Woodward missional church movement"
3. "JR Woodward theologian speaker"
4. "JR Woodward books published"
5. "jrwoodward.com website blog"
6. "JR Woodward V3 Church Planting Movement"
7. "JR Woodward Missio Alliance co-founder"
8. "JR Woodward YouTube podcast video content"
9. "JR Woodward social media Twitter LinkedIn"
10. "Creating a Missional Culture JR Woodward InterVarsity Press"
11. "The Scandal of Leadership JR Woodward 2023"

12. “JR Woodward Fuller Theological Seminary adjunct professor”
13. “JR Woodward [Academia.edu](#) research papers articles”
14. “JR Woodward Exponential conference speaker”
15. “JR Woodward blog articles writing missional”

Primary Sources

Websites

1. [jrwoodward.com](#)

- Personal/professional website
- About page
- Status: Active

2. [manchester.academia.edu/JRWoodwardPhD](#)

- [Academia.edu](#) profile
- Research papers and articles
- Ph.D. information
- Status: Active

3. [exponential.org/person/jr-woodward/](#)

- Exponential conference speaker profile
- Professional information
- Status: Active

4. [mwrc.ac.uk/jr-woodward](#)

- Academic/institutional profile

- Professional information
- Status: Active

Organizations

1. V3 Church Planting Movement

- National Director role
- Training and resources
- Status: Active

2. Missio Alliance

- Co-founder role
- Missional theology and practice
- Status: Active

3. Praxis Gathering

- Co-founder role
- Missional practice gathering
- Status: Active

Publishers

1. InterVarsity Press (IVP)

- “Creating a Missional Culture” (2012)
- “The Church as Movement” (2016)
- Author page (to be verified)

2. 100 Movements Publishing

- “The Scandal of Leadership” (2023)
- Author page (to be verified)

Academic Institutions

1. Fuller Theological Seminary

- Adjunct Professor
- Doctor of Global Leadership cohort (starting Spring 2025)
- Status: Active

2. Central Seminary

- Adjunct Professor
- Status: Active

3. Missio Seminary

- Adjunct Professor
- Status: Active

4. University of Manchester (UK)

- Ph.D. degree
- Research and academic work
- Status: Completed

Boards

1. Reliant Mission

- Board Member
- Status: Active

2. Movement Leaders Collective

- Board Member
- Status: Active

3. Fuller Global Mission Advisory Council

- Board Member
- Status: Active

Secondary Sources

Search Engines

- Google Search
- Web search results (multiple queries)

Conference Platforms

- Exponential conference platform
- Speaker profiles and information

Academic Platforms

- [Academia.edu](https://www.academia.edu/)
- University repositories
- Seminary platforms

Source Verification

Verified Information

- Personal website: jrwoodward.com (confirmed active)
- Academia.edu profile: JRWoodwardPhD (confirmed active)
- Exponential speaker profile (confirmed)
- Books: 3 published books confirmed
- Organizations: V3, Missio Alliance, Praxis Gathering (confirmed)
- Academic roles: Fuller, Central, Missio Seminary (confirmed)
- Board service: Reliant Mission, Movement Leaders Collective, Fuller Global Mission Advisory Council (confirmed)
- Ph.D.: University of Manchester (confirmed)
- M.A.: Fuller Theological Seminary (confirmed)

Information to Verify

- Social media presence (Twitter, Facebook, LinkedIn, Instagram, YouTube)
- Blog content on personal website
- Article publications
- Video/podcast content
- Newsletter presence
- Amazon/Goodreads author pages
- Specific content volumes and frequencies
- Conference speaking details
- Training materials content

- Course materials content

Research Limitations

Public Information Only

- Research based on publicly available information only
- Some information may be outdated or incomplete
- Private/gated content not accessed
- Personal communications not analyzed

Platform Access

- Limited to publicly accessible platforms
- Some platforms may require registration/access
- Content behind paywalls not accessed
- Rate limits and robots.txt respected

Verification Status

- Some information marked “to be verified” requires additional research
- Detailed platform analysis needed for complete picture
- Content volumes and frequencies need verification
- Social media presence needs verification

Research Methodology

Search Strategy

- Multiple search queries with varying contexts
- Cross-referencing findings across sources
- Verification through multiple sources
- Focus on official sources (websites, organizations, publishers)

Source Evaluation

- Prioritized official sources (personal website, organizational sites, publishers)
- Used academic platforms for academic information
- Used conference platforms for speaking information
- Cross-referenced information across multiple sources

Confidence Assessment

- **High Confidence:** Information confirmed through multiple sources
- **Medium Confidence:** Information from single reliable source
- **Low Confidence:** Information requiring additional verification

Notes

- Research conducted through web search only
- No direct access to private platforms or gated content

- Some information requires additional verification through detailed platform analysis
 - Research focused on publicly available information
 - All sources documented for transparency and verification
-

Summary

Digital Reality Profile: JR Woodward

Research Date: January 4, 2026

Confidence Level: High

Executive Summary

JR Woodward is a church planter, author, and missiologist with over 30 years of experience establishing churches that emphasize tight-knit community, life-forming discipleship, locally-rooted presence, and boundary-crossing mission. He holds a Ph.D. from the University of Manchester (UK) and a Master of Arts in Global Leadership from Fuller Theological Seminary. Woodward has authored 3 books, including “Creating a Missional Culture” (IVP, 2012), co-authored “The Church as Movement” (IVP, 2016), and most recently published “The Scandal of Leadership: Unmasking the Powers of Domination in the Church” (100 Movements Publishing, 2023), which is based on his Ph.D. research.

Woodward currently serves as the National Director for the V3 Church Planting Movement, where he trains church planters across North America. He co-founded the Missio Alliance and Praxis Gathering, and serves as an adjunct professor at Fuller Theological Seminary (leading a Doctor of Global Leadership cohort starting Spring 2025), Central Seminary, and Missio Seminary. He also serves on the boards of Reliant Mission, Movement Leaders Collective, and the Fuller Global Mission Advisory Council.

Woodward's digital presence includes a personal website (jrwoodward.com), an Academia.edu profile, multiple organizational platforms (V3, Missio Alliance, Praxis Gathering), publisher platforms (InterVarsity Press, 100 Movements Publishing), and academic affiliations. His content spans books, organizational training materials, academic courses, and conference speaking. The content ecosystem shows strong thematic consistency around missional culture, church as movement, and leadership, though opportunities exist for greater content interconnection and digital amplification of embodied work.

Key Findings:

- Established author with 3 published books (1 solo, 1 co-authored, 1 recent solo based on Ph.D. research)
- Over 30 years of practical church planting experience combined with academic credentials (Ph.D.)
- National Director of V3 Church Planting Movement (training church planters across North America)
- Co-founder of significant missional organizations (Missio Alliance, Praxis Gathering)
- Adjunct professor at multiple seminaries (Fuller, Central, Missio)
- Board service on multiple missional organizations
- Recent publication (2023) indicates active writing and research
- Strong integration of academic research and practical experience

Primary Opportunities:

- Content repurposing (books → articles/courses, teaching → articles/courses, training → articles/courses)
- Content series development from books, teaching, and 30+ years of experience
- Content interconnection across multiple platforms
- Digital amplification of conference talks, seminary teaching, and training materials
- Unified content platform for discoverability and network effects

Movemental Fit: High - Strong alignment with Movemental's target audience and platform capabilities. Woodward's work (30+ years church planting experience, published author, National Director, co-founder of missional organizations, adjunct professor) aligns perfectly with Movemental's focus on Christian movement thought leaders. Opportunities for content repurposing, series development, and network effects.

Current Digital Presence

Website Presence

Primary Website: jrwoodward.com (active, official personal website)

Organizational Websites:

- V3 Church Planting Movement (National Director role)
- Missio Alliance (Co-founder)
- Praxis Gathering (Co-founder)

Publisher Presence:

- InterVarsity Press (IVP) author page (books: “Creating a Missional Culture” 2012, “The Church as Movement” 2016)
- 100 Movements Publishing (book: “The Scandal of Leadership” 2023)

Academic Presence:

- University of Manchester [Academia.edu](#) profile (JRWoodwardPhD)
- Fuller Theological Seminary (Adjunct Professor, Doctor of Global Leadership cohort starting Spring 2025)
- Central Seminary (Adjunct Professor)
- Missio Seminary (Adjunct Professor)

Content Distribution

Books: 3 published books spanning missional culture, church as movement, and leadership

- “Creating a Missional Culture” (IVP, 2012)
- “The Church as Movement” (IVP, 2016, co-authored)
- “The Scandal of Leadership” (100 Movements Publishing, 2023, based on Ph.D. research)

Organizational Content: Training materials, resources for church planters (V3), missional theology and practice resources (Missio Alliance), conference materials (Praxis Gathering)

Academic Content: Research papers and articles ([Academia.edu](#)), course materials at multiple seminaries, Ph.D. research published as book

Conference Speaking: Exponential conference speaker profile confirmed, other conferences to be verified

Social Media: Presence to be verified (Twitter, Facebook, LinkedIn, Instagram, YouTube)

Platform Distribution

Content distributed across:

- Personal website (jrwoodward.com)
- Multiple organizational websites (V3, Missio Alliance, Praxis Gathering)
- Publisher websites (IVP, 100 Movements Publishing)
- Academic institution websites (Fuller, Central, Missio Seminary)
- Academic platforms (Academia.edu)
- Conference platforms (Exponential)
- Potential social media platforms (to be verified)

Content Landscape

Content Forms

Books: 3 published works spanning missional culture, church as movement, and leadership

- Publication span: 2012-2023
- Most recent: 2023 (“The Scandal of Leadership”)

Organizational Resources: Training materials (V3), missional theology resources (Missio Alliance), conference materials (Praxis Gathering)

Academic Content: Research papers and articles (Academia.edu), course materials at multiple seminaries, Ph.D. research published as book

Conference Content: Speaking engagements (Exponential confirmed, others to be verified)

To Be Verified: Blog content, articles, video content, podcast content, newsletter content, social media content

Content Themes

Primary Themes:

1. Missional Culture & Church Planting
2. Church as Movement
3. Leadership and Power Dynamics
4. Community Formation & Discipleship
5. Boundary-Crossing Mission
6. Integration of Theory and Practice
7. Missional Theology

Theological Focus: Missional theology, church as movement, leadership theology, practical theology, church planting theology

Movement Focus: Church planting movements, missional movements, movement training, movement practice

Content Organization

Personal Brand: jrwoodward.com (personal website)

Organizational Platforms: V3 Church Planting Movement, Missio Alliance, Praxis Gathering

Academic Platforms: Academia.edu, Fuller Theological Seminary, Central Seminary, Missio Seminary

Publisher Platforms: InterVarsity Press, 100 Movements Publishing

Content Strategy: Clear thematic consistency across books (missional culture → church as movement → leadership), integration of academic research and practical experience, multiple platforms for different audiences

Discoverability Assessment

SEO Indicators

Website SEO: jrwoodward.com (to be verified)

- Title tags, meta descriptions, URL structure to be verified

Content Indexing:

- Books indexed on publisher sites (to be verified)
- Academic work indexed on Academia.edu (confirmed)
- Website content indexing (to be verified)

Social Sharing Indicators

- Social media presence (to be verified)
- Social sharing capabilities (to be verified)
- Social engagement (to be verified)

Backlinks and References

Potential Backlinks:

- Missio Alliance references
- V3 Church Planting Movement references

- Seminary references
- Conference references (Exponential)
- Publisher references (IVP, 100 Movements)

References from Other Sites: To be verified

Domain Authority Indicators

Personal Website: jrwoodward.com (to be verified) **Organizational Websites:** V3, Missio Alliance, Praxis Gathering (to be verified) **Academic Platforms:** Academia.edu, seminary sites (to be verified)

Gap Analysis

Embodied Work vs. Digital Expression

Embodied Work Indicators:

- Over 30 years of church planting experience
- National Director of V3 Church Planting Movement (training church planters)
- Co-founder of Missio Alliance and Praxis Gathering
- Adjunct professor at multiple seminaries
- Board service on multiple organizations
- Conference speaking (Exponential and others)
- 3 published books
- Ph.D. research published as book

Digital Expression Analysis:

- Books available in digital format (to be verified)
- Book content expanded online (to be verified)
- Conference talks transcribed and published (to be verified)
- Seminary lectures available online (to be verified)
- Training materials available digitally (to be verified)
- Academic papers available online (Academia.edu - confirmed)

Primary Gaps Identified

Content Repurposing Opportunities:

- Books → articles/courses (to be verified)
- Teaching → articles/courses (to be verified)
- Training → articles/courses (to be verified)
- Research → practical content (partially done: Ph.D. research → book)

Content Connection Gaps:

- Books vs. articles (to be verified)
- Academic vs. practical (to be verified)
- Organizational vs. personal (to be verified)
- Platform fragmentation (to be verified)

Content Series Gaps:

- Series development from books (to be verified)
- Series development from teaching (to be verified)
- Series development from training (to be verified)

Digital Amplification Opportunities:

- Conference talks → articles/courses

- Seminary teaching → articles/courses
- Training materials → articles/courses
- 30+ years experience → case studies/articles

Discoverability Gaps:

- SEO optimization (to be verified)
- Platform fragmentation affecting discoverability
- Content indexing (to be verified)

Opportunities for Digital Amplification

From Embodied Work:

- Conference talks → articles/courses
- Seminary teaching → articles/courses
- Training materials → articles/courses
- 30+ years church planting experience → case studies/articles

From Existing Content:

- Books → article series
- Books → courses
- Books → video series
- Academic research → practical content

Content Ecosystem:

- Connect all platforms
- Create unified content ecosystem
- Develop content series across forms

Movemental Opportunities

What Movemental Would Change

Content Organization:

- All content unified in one platform
- Clear content interconnection and cross-referencing
- Easy content discovery and navigation

Content Creation:

- Easier content repurposing (teaching → articles, books → courses)
- Built-in series development tools
- Multiple content forms in one platform

Content Distribution:

- Unified distribution across all content forms
- Network effects for content discovery
- Better SEO and discoverability

Revenue Generation:

- Direct revenue from subscriptions, courses, books
- Not dependent on publishers/organizations
- Multiple revenue streams in one platform

Analytics and Insights:

- Unified analytics across all content
- Better understanding of audience engagement

- Data-driven content decisions

What Would Remain the Same

Content Ownership:

- All content remains JR Woodward's
- Full control over content creation and distribution
- No change to content ownership

Voice and Style:

- Academic-practical integration remains
- Movement-focused approach remains
- Leadership-focused approach remains
- Integration of theory and practice remains

Theological Positions:

- Missional theology orientation remains
- Church planting focus remains
- Movement-oriented ecclesiology remains
- Leadership critique remains

Existing Content:

- All existing books remain as published
- All existing content remains accessible
- No requirement to change existing content

Relationships and Networks:

- Relationships with V3, Missio Alliance, Praxis Gathering remain intact

- Seminary teaching roles remain
- Board service remains
- Conference speaking remains

Organizational Roles:

- National Director role (V3) remains
- Co-founder roles (Missio Alliance, Praxis Gathering) remain
- Adjunct professor roles remain
- Board service remains

Professional Identity:

- Church planter identity remains
- Author identity remains
- Missiologist identity remains
- Academic identity remains
- Movement leader identity remains

Specific Opportunities for JR Woodward

High-Impact Opportunities:

1. **Content Unification:** Unify all content in Movemental platform, connect books, articles, courses, videos in one ecosystem
2. **Content Repurposing:** Repurpose books into article series and courses, repurpose teaching into articles and courses, repurpose training into courses and articles
3. **Series Development:** Develop series from books (missional culture, church as movement, leadership), develop series from teaching (seminary courses, training), develop series from experience (church planting, leadership)

4. **Network Effects:** Leverage network effects for content discovery, cross-reference with other Movemental users, collaborative content opportunities
5. **Revenue Generation:** Direct revenue from subscriptions, courses, books, multiple revenue streams in one platform

Medium-Impact Opportunities:

1. **Content Expansion:** Expand book themes into multiple content forms, expand teaching themes into articles/courses, expand training themes into content
2. **Content Forms:** Add video content (teaching, book discussions), add podcast content (own podcast, series), add newsletter content (regular newsletter)
3. **Analytics and Insights:** Unified analytics across all content, better understanding of audience engagement, data-driven content decisions

Low-Impact Opportunities:

1. **Content Optimization:** SEO optimization for all content, content indexing improvements, search visibility improvements
2. **Community Engagement:** Community features around content, discussion and engagement tools, collaborative content opportunities

Network Effect Potential

Content Discovery:

- Network effects for content discovery
- Cross-referencing with other Movemental users
- Collaborative content opportunities

Audience Growth:

- Network effects for audience growth

- Cross-promotion with other Movemental users
- Community engagement around content

Content Amplification:

- Network effects for content amplification
- Sharing and engagement across network
- Viral potential for content

What We Will NOT Do

Content Boundaries

- Will not change existing content
- Will not alter theological positions
- Will not modify voice or style
- Will not replace existing relationships
- Will not change organizational roles

Platform Boundaries

- Will not require leaving existing platforms
- Will not require changing existing content
- Will not require abandoning existing relationships
- Will not require changing professional identity

Control Boundaries

- All content remains JR Woodward's
- Full control over content creation and distribution
- No requirement to change existing content
- No requirement to abandon existing platforms

Research Notes

Verified Information

- Personal website: jrwoodward.com (confirmed active)
- [Academia.edu](https://www.academia.edu/) profile: JRWoodwardPhD (confirmed active)
- Exponential speaker profile (confirmed)
- Books: 3 published books confirmed
- Organizations: V3, Missio Alliance, Praxis Gathering (confirmed)
- Academic roles: Fuller, Central, Missio Seminary (confirmed)
- Board service: Reliant Mission, Movement Leaders Collective, Fuller Global Mission Advisory Council (confirmed)
- Ph.D.: University of Manchester (confirmed)
- M.A.: Fuller Theological Seminary (confirmed)

Information to Verify

- Social media presence (Twitter, Facebook, LinkedIn, Instagram, YouTube)
- Blog content on personal website
- Article publications

- Video/podcast content
- Newsletter presence
- Amazon/Goodreads author pages
- Specific content volumes and frequencies
- Conference speaking details
- Training materials content
- Course materials content

Research Limitations

- Research based on publicly available information only
- Some information may be outdated or incomplete
- Private/gated content not accessed
- Some platforms may require additional verification
- Detailed platform analysis needed for complete picture

Research conducted: January 4, 2026

Confidence Level: High

Sources: See [sources.md](#)
