Andrew Jones - 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 plant from rhizome frameworks and discover impact entrepreneurs for social transformation. You lead, write, and form leaders in emerging church movement, simple churches, and mission innovation.

I see your work through your blog "Tall Skinny Kiwi" at tallskinnykiwi.blogspot.com, where you've written for over 20 years, and through your "Tall Skinny Kiwi" podcast, where you share insights on innovations in church, mission, and religion. Your 30-plus years of international work across 70-plus countries—including your work with NZCMS, founding BOAZ, serving with Church Mission Society, and consulting with Dawn Ministries—along with your speaking at conferences like Passionfest and Forge Grassroots Festival, are anchored at tallskinnykiwi.blogspot.com.

I notice you return to the connection between innovation and mission: how emerging church practices meet mission work, how simple churches form disciples, how rhizome frameworks enable multiplication. Your work exists in blog posts where you write, in podcast episodes where you host conversations, at conferences where you speak, across 70-plus countries where you've worked, through organizations you've founded and served.

What tends to get lost is continuity. Blog insights may not become articles beyond what you already write. Podcast conversations may not become accessible content. Conference talks may not connect clearly to your blog content. The patterns you see across 30-plus years may not flow into your written content.

Until very recently, bridging this gap meant creating systems, hiring help, and dedicating time that bloggers and mission workers 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: Andrew Jones

Research Date: January 4, 2026

Content Thematic Analysis

Primary Themes

Based on blog content, podcast topics, speaking engagements, and professional roles, Andrew Jones's content focuses on:

1. **Emerging Church Movement**

   - Prominent figure and centrist voice in the emerging church movement
   - Focus on innovative approaches to church, mission, and spirituality in postmodern cultures
   - Emphasis on reshaping how to "do church" in contemporary contexts
   - Exploration of alternative forms of worship and contemporary church renewal movements

2. **Church Planting & Simple Churches**

   - Activist for simple churches, house churches, and churches without traditional worship services
   - Church planting from rhizome framework (rather than multiplication model)
   - Emphasis on spreading ideas, values, beliefs, and actions widely (rhizomatic) vs. building hierarchically
   - Focus on grass-roots church planting approaches

3. **Mission & Social Transformation**

   - 30+ years of experience in third-sector social enterprises across 70+ countries
   - Focus on discovering and empowering "impact entrepreneurs" for social transformation
   - Emphasis on projects concerned with justice, financial sustainability, and urban transformation
   - International aid work and mission consulting

4. **Blogging & Social Media**

   - Recognized for creative online presence and social media expertise
   - 20+ years of blogging (since early days of internet)
   - Content on blogging, travel, spirituality, and social media trends
   - Social media consultant role

5. **Travel & Global Perspective**

- Worked in 70+ countries over 30+ years
- International perspective on church, mission, and culture
- Travel-related content in blog

6. **Contemporary Church Innovation**

- Exploration of New Monasticism and other contemporary church renewal movements
- Focus on alternative forms of worship
- Emphasis on understanding the future of church, culture, and community

7. **Spirituality & Faith Practice**

- Spiritual reflections and insights
- Connection between faith and contemporary culture
- Practical approaches to faith in postmodern contexts

Theological Focus Areas

- **Emerging/Emergent Theology**: Engagement with emerging church theological conversations
- **Missional Theology**: Focus on mission and being sent
- **Ecclesiology**: Emphasis on ecclesiology over epistemology (as noted in emerging church discussions)
- **Practical Application**: Accessible, practitioner-focused content
- **Contextual Engagement**: Emphasis on postmodern culture and contemporary contexts

Movement Focus

- **Emerging Church Movement**: Central involvement and recognition
- **Simple Church Movement**: Advocacy for simple churches and house churches
- **Church Planting**: Rhizomatic approach to church planting
- **Social Transformation**: Impact entrepreneurs and social transformation projects
- **Mission**: International mission and aid work
- **Contemporary Renewal**: New Monasticism and other renewal movements

Recurring Topics

- Emerging church movement
- Church planting (rhizome framework)
- Simple churches and house churches
- Mission and international work
- Social transformation and justice
- Blogging and social media
- Travel and global perspective
- Contemporary church innovation
- Alternative forms of worship

- Impact entrepreneurs

- Urban transformation

- Financial sustainability

- Spirituality in postmodern culture

Content Organization Analysis

Blog (tallskinnykiwi.blogspot.com)

Structure (to be verified):

- Blog format (Blogger platform)

- 20+ years of archive

- Likely organized by date (blog format)

- Categories/tags to be verified

Organization Approach:

- Blog-driven content organization

- Chronological organization (typical blog format)

- Personal voice and perspective

- Mix of topics (church, mission, travel, blogging, social media, spirituality)

Content Strategy:

- Long-term consistent blogging (20+ years)

- Personal reflections and insights

- Professional expertise sharing (social media, blogging)

- Travel and global perspective

- Emerging church movement engagement

Podcast Organization

"Tall Skinny Kiwi" Podcast:

- Format: Podcast discussions

- Topics: Innovations in church, mission, and religion

- Notable episodes: Venezuela conversation at Menlo Church (2019)

- Distribution: Apple Podcasts and other platforms

Organization Approach:

- Episode-based content

- Interview/conversation format (based on Venezuela episode)

- Focus on innovations and current topics

Speaking Content Organization

Conference Speaking:

- Keynote presentations (e.g., Passionfest)
- Workshop presentations (e.g., Forge Grassroots Festival)
- Topics: Church planting, emerging church, alternative worship, New Monasticism

Organization Approach:

- Event-based content
- Presentation format
- Digital capture to be verified

Content Interconnection

Potential Connections:

- Blog posts may reference speaking engagements
- Podcast may reference blog content
- Speaking topics may reflect blog themes
- Cross-platform content connections to be verified

To Be Assessed:

- Are blog posts connected in series?
- Are speaking topics expanded in blog posts?
- Is podcast content related to blog content?
- Are there thematic content groupings?

Voice & Style Analysis

Writing Style (Blog)

Observable Characteristics (based on role and focus):

- Personal and reflective (blog format)
- Practitioner-focused (social media consultant, mission worker)
- Accessible and conversational (blogging for 20+ years)
- Global perspective (70+ countries experience)
- Innovative and exploratory (emerging church focus)

Tone and Approach

Tone:

- Described as "maverick and mischievous" (source: greenbelt.org.uk)
- Exploratory and forward-looking
- Engaged with contemporary culture
- Personal and authentic (blog format)

Approach:

- Always seeking to understand the future of church, culture, and community
- Focus on innovation and new approaches
- Practical and experiential (based on extensive international work)
- Community and movement-oriented

Theological Positioning

Observable Position (not judged):

- Engaged with emerging/emergent theology
- Emphasis on ecclesiology over epistemology
- Focus on practical mission and church practice
- Open to alternative forms and innovations
- Centrist voice in emerging church movement (as noted in sources)

Audience Level

Primary Audience:

- Practitioners (church planters, mission workers)
- Emerging church movement participants
- Blog readers and online community
- Social media and blogging community
- International mission and aid workers

Accessibility:

- Accessible language (blog format)
- Practical focus
- Real-world experience-based
- Contemporary and relevant

Discoverability Assessment

SEO Indicators

Blog URL: tallskinnykiwi.blogspot.com

- Established domain (20+ years)
- Blogger platform (Google-owned, good indexing)
- Distinctive name "Tall Skinny Kiwi" aids searchability

Content Indexing:

- Blog platform provides good indexing (Blogger/Google)
- "Tall Skinny Kiwi" identity is distinctive and searchable
- Podcast presence on Apple Podcasts provides discoverability

To Be Assessed:

- Title tags and meta descriptions
- URL structure and optimization
- Content depth and keyword usage
- Backlinks and references

Content Indexing

Well-Indexed:

- Blog (tallskinnykiwi.blogspot.com) - Blogger platform benefits from Google indexing
- Podcast (Apple Podcasts) - Platform provides discoverability
- Name searches return results for "Andrew Jones Tall Skinny Kiwi"

To Be Assessed:

- Search result ranking
- Content depth in search results
- Cross-platform discoverability
- Archive accessibility

Social Sharing Indicators

To Be Verified:

- Social sharing buttons on blog
- Social media activity and sharing
- Content sharing patterns
- Community engagement

Backlinks and References

Known References:

- Referenced by Brian McLaren (recommended website for creative content)
- Academic discussions on emerging church movement

- Conference/event mentions
- Podcast platform listings

To Be Assessed:

- Backlink volume and quality
- Reference frequency
- Authority of referring sites
- Network connections

Domain Authority Indicators

Blog Platform: Blogger (Google-owned)

- Platform authority benefits
- Established presence (20+ years)
- Good indexing potential

To Be Assessed:

- Domain authority metrics
- Page authority
- Trust signals
- Content depth and quality metrics

Ecosystem Analysis

Content Working Alone or Connected?

Observable Pattern:

- Blog as primary content hub (20+ years)
- Podcast as separate but related content form
- Speaking engagements as separate content events
- Social media presence (to be verified) as distribution channel

Potential Connections:

- Blog may reference speaking engagements
- Podcast may reference blog topics
- Speaking topics may reflect blog themes
- Cross-platform content connections to be verified

Cross-References Between Content Pieces

To Be Assessed:

- Internal blog linking

- References between blog and podcast

- Speaking topic connections to written content

- Content series or thematic groupings

Connections to Other Authors/Leaders

Known Connections:

- Engagement with emerging church movement leaders

- Referenced by Brian McLaren

- Conference speaking (connects to other speakers/attendees)

- Academic discussions on emerging church movement

- Mission organization networks

To Be Assessed:

- Guest appearances on other platforms

- Collaborations with other authors/leaders

- Network connections

- Community engagement patterns

Institutional Partnerships

Institutional Affiliations:

- NZCMS (2014-2017)

- BOAZ (2000-2016, founder)

- Church Mission Society (2006-2010)

- Dawn Ministries (2001-2005)

- Conference organizations (Passionfest, Forge, etc.)

Partnership Impact:

- Content may appear on institutional platforms

- Training/consulting resources may exist

- Network connections through organizations

- To be verified

Community Engagement

To Be Assessed:

- Blog comments and discussions

- Social media community engagement

- Podcast listener engagement

- Conference/event community connections

- Online community presence

Content Gaps (Observable)

Potential Content Gaps

To Be Assessed:

- Are speaking topics fully developed in written content?

- Are podcast topics expanded in blog posts?

- Is there continuity between different content forms?

- Are themes developed into comprehensive series?

- Are insights from 30+ years of international work captured systematically?

Content Development Opportunities

Potential Opportunities:

- Develop speaking topics into articles/blog posts

- Create content series from recurring themes

- Expand podcast topics into written content

- Capture insights from international work in systematic content

- Connect isolated content pieces into thematic series

Digital Presence Discovery

Digital Presence Discovery: Andrew Jones

Research Date: January 4, 2026

Website Presence

Primary Website

- **tallskinnykiwi.blogspot.com**
  - Status: Active

- Type: Blog (Blogger platform)
- Purpose: Personal blog, content distribution, thoughts on church, mission, religion, travel, spirituality, social media trends
- History: 20+ years of blogging (since early days of internet)
- Content: Blog posts on church, mission, religion, travel, spirituality, blogging, social media trends
- Referenced in multiple sources as primary online presence

Organizational Websites

- **BOAZ** (2000-2016)

  - Organization website
  - Focus: Social transformation projects, impact entrepreneurs
  - Status: To be verified (organization period 2000-2016)

- **Church Mission Society (CMS)**

  - Organization website where content may appear
  - Status: To be verified
  - Period: 2006-2010 (church developer role)

- **NZCMS (New Zealand Church Missionary Society)**

  - Organization website where content may appear
  - Status: To be verified
  - Period: 2014-2017 (international aid worker role)

Social Media Platforms

To Be Verified

- Twitter/X profile (likely exists given social media consultant role)
- Facebook profile/page
- LinkedIn profile (professional presence likely)
- Instagram profile (possible given travel focus)
- YouTube channel (possible given speaking engagements)

Publishing Platforms

Blogging Platforms

- **Blogger (tallskinnykiwi.blogspot.com)**
  - Primary blog platform

- 20+ years of content
- Active presence
- Content: Church, mission, religion, travel, spirituality, blogging, social media trends

Podcast Platforms

- **Apple Podcasts**

  - Podcast: "Tall Skinny Kiwi"
  - Podcast ID: id1497166962
  - Status: Active
  - Content: Discussions on latest innovations in church, mission, and religion
  - Notable Episodes: "Venezuela Conversation at Menlo Church 2019" (discussed situation in Venezuela with Professor Diego A. Zambrano from Stanford University, Carlos Suarez from Justice International, Diego Travieso from Operation Blessing, and Wolfgang Fernandez from Next Step)

- **Spotify**

  - Podcast: "Tall Skinny Kiwi"
  - Status: To be verified

- **Other Podcast Platforms**

  - Status: To be verified (likely available on multiple platforms)

Books

- **To Be Discovered**: Published books (if any)
- **Amazon Author Page**: To be verified
- **Goodreads**: To be verified

Video Platforms

To Be Verified

- YouTube channel (personal or organizational)
- Vimeo channel
- Conference video content
- Speaking engagement videos

Audio Platforms

Podcast

- "Tall Skinny Kiwi" podcast (active)
- Available on Apple Podcasts (confirmed)
- Other platforms to be verified

Course/Learning Platforms

To Be Verified

- Teachable, Thinkific, or other course platforms
- Training materials from mission organizations
- Workshop content

Newsletter Platforms

To Be Verified

- Mailchimp, ConvertKit, Substack newsletters
- Email list presence

Conference/Event Platforms

Speaking Engagements (Digital Presence)

- **Passionfest**: Keynote speaker (mentioned in sources)
- **Forge Grassroots Festival (Melbourne, Australia)**: Guest speaker (discussed church planting from rhizome framework)
- **Menlo Church**: Podcast episode recorded (2019 Venezuela conversation)
- Other conferences/events to be verified

Conference Content Distribution

- Conference talk recordings (to be verified)
- Conference presentation materials (to be verified)
- Video/audio content from speaking engagements (to be verified)

Academic/Professional Platforms

To Be Verified

- Academia.edu profile
- ResearchGate profile
- Professional association websites
- Mission organization member pages

Content Form Discovery

Content Types Present

1. **Blog Posts/Articles**

   - 20+ years of blog content
   - Topics: Church, mission, religion, travel, spirituality, blogging, social media trends
   - Platform: Blogger (tallskinnykiwi.blogspot.com)

2. **Podcast Episodes**

   - "Tall Skinny Kiwi" podcast
   - Topics: Innovations in church, mission, and religion
   - Platform: Apple Podcasts and others

3. **Speaking Content**

   - Conference keynote presentations
   - Workshop presentations
   - Format: Live speaking (digital capture to be verified)

4. **To Be Discovered**:

   - Books
   - Video content
   - Courses/training materials
   - Newsletter content
   - Social media content
   - Academic papers/articles

Content Volume Assessment

Blog Content

- **20+ years of blogging**: Extensive blog archive
- **Frequency**: To be assessed
- **Recency**: Active blog (status to be verified)

Podcast Content

- **Active podcast**: "Tall Skinny Kiwi"
- **Episode count**: To be verified
- **Frequency**: To be verified
- **Notable episodes identified**: Venezuela conversation at Menlo Church (2019)

Speaking Content

- **Multiple speaking engagements**: Conferences, festivals, workshops
- **Recordings**: To be verified
- **Frequency**: To be assessed

Books

- **To be discovered**: Published book count

Platform Distribution

Primary Platforms

- Blogger (blog)
- Apple Podcasts (podcast)
- Likely presence on multiple social media platforms

Content Distribution

- Blog: Extensive (20+ years)
- Podcast: Active
- Social Media: To be verified
- Books: To be discovered
- Video: To be discovered
- Courses: To be discovered

Discoverability Notes

- Blog URL (tallskinnykiwi.blogspot.com) is well-established and searchable
- "Tall Skinny Kiwi" is distinctive searchable identity
- Podcast presence on Apple Podcasts provides discoverability
- Conference speaking provides visibility
- Social media consultant role suggests active social media presence (to be verified)

Gap Analysis

Gap Analysis: Andrew Jones

Research Date: January 4, 2026

Embodied Work Indicators

Teaching/Speaking Engagements

- **International Speaking**: Keynote speaker at conferences (e.g., Passionfest)
- **Conference Presentations**: Workshops and presentations (e.g., Forge Grassroots Festival)
- **Podcast Hosting**: "Tall Skinny Kiwi" podcast with discussions and interviews
- **Workshop Facilitation**: Church planting workshops, mission training

Professional Roles & Experience

- **30+ Years of International Work**: Experience across 70+ countries in third-sector social enterprises
- **International Aid Worker**: NZCMS (2014-2017)
- **Church Developer**: Church Mission Society (2006-2010)
- **Mission Consultant**: Dawn Ministries Inc (2001-2005)
- **Organization Founder**: BOAZ (2000-2016) - social transformation focus
- **Social Media Consultant**: Recognized expertise and consulting work

Published Works

- **20+ Years of Blogging**: Extensive blog archive at tallskinnykiwi.blogspot.com
- **Podcast Content**: "Tall Skinny Kiwi" podcast with multiple episodes

- **Books**: To be verified (if any published books exist)

Established Reputation/Recognition

- Recognized as prominent figure in emerging church movement
- Recognized as centrist voice in emerging church movement
- Referenced by peers (e.g., Brian McLaren recommended his website)
- Long-term online presence and influence (20+ years of blogging)
- Social media consultant recognition

Movement/Network Participation

- Active in emerging church movement networks
- Conference speaking networks (Passionfest, Forge, etc.)
- Mission organization networks (NZCMS, CMS, Dawn Ministries)
- Social transformation networks (BOAZ, impact entrepreneurs)
- International mission and aid networks
- Blogging and social media networks

Digital Expression Analysis

How Much of Embodied Work is Represented Digitally?

Blog Content:

- 20+ years of blog posts represent extensive digital capture
- Blog covers: church, mission, religion, travel, spirituality, blogging, social media trends
- Personal reflections and insights captured
- Extent of systematic coverage of 30+ years of international work to be assessed

Podcast Content:

- "Tall Skinny Kiwi" podcast captures discussions and interviews
- Topics: innovations in church, mission, and religion
- Notable episodes identified (e.g., Venezuela conversation at Menlo Church)
- Extent of content coverage to be assessed

Speaking Engagements:

- Conference keynotes and workshops (e.g., Passionfest, Forge Grassroots Festival)
- **Gap Question**: Are speaking presentations transcribed and published as articles?
- **Gap Question**: Are conference talks available as video/audio online?
- **Gap Question**: Are speaking topics expanded in blog posts?

30+ Years of International Work:

- Extensive experience across 70+ countries
- International aid work, church development, mission consulting
- Organization founding (BOAZ)
- **Gap Question**: How much of this experience is systematically captured in digital content?
- **Gap Question**: Are insights from international work developed into articles or series?

Social Media Consulting:

- Recognized social media consultant
- **Gap Question**: Is consulting expertise captured in content?
- **Gap Question**: Are social media insights shared systematically?

Content Forms Analysis

Blog Posts:

- 20+ years of blog content exists
- Covers multiple topics
- **Gap Question**: Are blog posts organized into series or thematic groupings?
- **Gap Question**: Are insights developed into comprehensive articles?
- **Gap Question**: Is there systematic coverage of key themes?

Podcast Episodes:

- Active podcast with discussions and interviews
- **Gap Question**: Are podcast topics expanded in blog posts?
- **Gap Question**: Are podcast transcripts available?
- **Gap Question**: Are podcast insights developed into written content?

Speaking Content:

- Conference keynotes and workshops
- Topics: church planting (rhizome framework), emerging church, alternative worship, New Monasticism
- **Gap Question**: Are speaking presentations transcribed and published?
- **Gap Question**: Are speaking topics developed into articles or blog series?
- **Gap Question**: Are video/audio recordings available online?

International Work Insights:

- 30+ years of experience across 70+ countries
- Multiple roles: aid worker, church developer, mission consultant, organization founder
- **Gap Question**: Are insights from international work systematically captured?
- **Gap Question**: Are experiences developed into articles, series, or books?
- **Gap Question**: Are lessons learned shared in organized content?

Consulting Expertise:

- Social media consulting expertise
- Mission consulting experience
- **Gap Question**: Is consulting expertise captured in educational content?
- **Gap Question**: Are insights shared systematically?

Digital Extension of Live Teaching

Conference Talks:

- Keynote presentations and workshops
- **Gap Question**: Are talks extended into articles or blog posts?
- **Gap Question**: Are talks part of content series?
- **Gap Question**: Are talks available as digital recordings?

Podcast Discussions:

- Podcast episodes with discussions and interviews
- **Gap Question**: Are podcast topics expanded in written content?
- **Gap Question**: Are podcast insights developed into articles?
- **Gap Question**: Are podcast transcripts available?

Workshop Content:

- Church planting workshops, mission training
- **Gap Question**: Are workshop materials available online?
- **Gap Question**: Are workshop insights developed into content?

Content Continuity

Between Blog and Podcast:

- Blog and podcast exist as separate content forms
- **Gap Question**: Is there continuity between blog and podcast content?
- **Gap Question**: Are topics cross-referenced between forms?

Between Speaking and Writing:

- Speaking engagements and blog content exist
- **Gap Question**: Are speaking topics reflected in blog content?
- **Gap Question**: Are speaking insights captured in writing?

Between Experience and Content:

- 30+ years of international work experience
- 20+ years of blog content
- **Gap Question**: Is experience systematically captured in content?

- **Gap Question**: Are insights from experience developed into comprehensive content?

Gap Identification

What Exists in Embodied Work but Not Digitally?

Potential Gaps:

1. **Speaking Content**: Conference talks and workshops may not be fully captured digitally (transcripts, recordings, articles)
2. **International Work Insights**: 30+ years of experience may not be systematically captured in organized content
3. **Consulting Expertise**: Social media and mission consulting insights may not be shared systematically
4. **Workshop Materials**: Training/workshop content may not be available online
5. **Content Series**: Insights may exist but not be organized into comprehensive series
6. **Book Content**: No published books identified (to be verified) - extensive experience could support book development

What Digital Content Exists but Isn't Connected?

Potential Disconnections:

1. **Blog and Podcast**: May exist as separate content forms without cross-referencing
2. **Speaking and Writing**: Speaking topics may not be connected to written content
3. **Content Pieces**: Blog posts may be isolated rather than connected in series
4. **Themes**: Recurring themes may not be developed into comprehensive content series

What Opportunities Exist for Digital Amplification?

Amplification Opportunities:

1. **Speaking to Writing**: Transcribe and develop conference talks into articles/blog posts
2. **Podcast to Writing**: Expand podcast topics into written content
3. **Experience to Content**: Systematically capture insights from 30+ years of international work
4. **Series Development**: Organize existing content into thematic series
5. **Content Repurposing**: Repurpose speaking content, podcast content into multiple forms
6. **Book Development**: Develop books from extensive experience and insights
7. **Course Development**: Develop courses from consulting expertise and workshop content

What Content Forms Are Missing?

Potential Missing Forms:

1. **Articles**: Comprehensive articles developing themes (beyond blog posts)
2. **Books**: Published books (to be verified)
3. **Courses**: Online courses from consulting/workshop expertise

4. **Video Content**: Video recordings of talks/workshops (to be verified)

5. **Transcripts**: Podcast and speaking transcripts

6. **Newsletters**: Email newsletters (to be verified)

7. **Comprehensive Series**: Thematic content series

What Discoverability Gaps Exist?

Potential Discoverability Gaps:

1. **Content Organization**: Blog format may limit content organization and discoverability

2. **Series Identification**: Thematic series may not be clearly identified

3. **Archive Navigation**: 20+ years of blog content may be difficult to navigate

4. **Cross-Platform Integration**: Blog, podcast, speaking may not be integrated for discovery

5. **SEO Optimization**: Blog platform limitations may affect SEO

6. **Content Hub**: No single content hub for all content forms

Connection Gaps

Are Content Pieces Isolated or Connected?

Observable Pattern:

- Blog posts in chronological format (typical blog structure)

- Podcast as separate content form

- Speaking engagements as separate events

- Potential for better connection and cross-referencing

Connection Opportunities:

- Connect blog posts in thematic series

- Cross-reference blog and podcast content

- Connect speaking topics to written content

- Create content navigation by theme

Are There Opportunities for Content Repurposing?

Repurposing Opportunities:

1. **Speaking → Articles**: Develop conference talks into articles/blog posts

2. **Podcast → Articles**: Expand podcast discussions into written content

3. **Blog → Series**: Organize blog posts into thematic series

4. **Experience → Books**: Develop books from 30+ years of experience

5. **Workshops → Courses**: Develop online courses from workshop content

6. **Consulting → Content**: Share consulting insights in educational content

Are There Series That Could Be Developed?

Potential Series Topics:

1. **Church Planting (Rhizome Framework)**: Comprehensive series on rhizomatic church planting
2. **Emerging Church Movement**: Series on emerging church insights and reflections
3. **Simple Churches**: Series on simple church movement and house churches
4. **International Mission Work**: Series on insights from 30+ years of international work
5. **Social Transformation**: Series on impact entrepreneurs and social transformation
6. **Social Media & Blogging**: Series on social media consulting and blogging expertise
7. **Contemporary Church Innovation**: Series on alternative forms of worship and renewal movements

Are There Themes That Could Be Expanded?

Expandable Themes:

1. **Emerging Church Movement**: Comprehensive development of emerging church insights
2. **Church Planting**: Rhizome framework and grass-roots approaches
3. **Mission & Social Transformation**: Insights from international work and social transformation projects
4. **Contemporary Church Innovation**: Alternative forms, New Monasticism, renewal movements
5. **Blogging & Social Media**: Expertise sharing on social media and blogging
6. **Global Perspective**: Insights from 70+ countries of work experience

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Identity Verification

Identity Verification: Andrew Jones

Research Date: January 4, 2026
Confidence Level: High

Primary Identity

Full Name: Andrew Jones
Known As: Tall Skinny Kiwi (online identity/blog name)
Primary Role: Blogger, Social Media Consultant, International Aid Worker, Church Developer, Mission Consultant
Location: New Zealand (born), internationally mobile (worked in 70+ countries)

Personal Background

Origin: New Zealand-born
Background: Internationally mobile, working across 70+ countries over 30+ years

Institutional Affiliations

1. **NZCMS (New Zealand Church Missionary Society)**

   - Role: International Aid Worker

   - Period: 2014-2017

   - Type: Mission organization

2. **BOAZ**

   - Role: Founder

   - Period: 2000-2016

   - Type: Social enterprise/organization

   - Focus: Social transformation projects, impact entrepreneurs

3. **Church Mission Society (CMS)**

   - Role: Church Developer

   - Period: 2006-2010

   - Type: Mission organization

4. **Dawn Ministries Inc**

   - Role: Missions Consultant

   - Period: 2001-2005

   - Type: Mission consulting organization

Professional Roles

- **Blogger**: "Tall Skinny Kiwi" blog (tallskinnykiwi.blogspot.com) - 20+ years of blogging
- **Social Media Consultant**: Recognized for creative online presence and social media expertise
- **International Aid Worker**: 30+ years of experience in third-sector social enterprises across 70+ countries
- **Church Developer**: Worked with Church Mission Society developing churches
- **Pastor**: Has held pastoral roles (specific churches to be verified)
- **Mission Consultant**: Consulting work with Dawn Ministries and other organizations
- **Podcast Host**: "Tall Skinny Kiwi" podcast
- **Speaker**: Keynote speaker at conferences (e.g., Passionfest, Forge Grassroots Festival)
- **Impact Entrepreneur**: Focus on discovering and empowering impact entrepreneurs for social transformation

Published Works

To Be Verified: Specific book publications to be discovered. Known primarily for extensive blogging and online content generation.

Focus Areas: Emerging church movement, church planting, simple churches, house churches, alternative forms of worship, contemporary church renewal movements, mission, social transformation, justice, financial sustainability, urban transformation, blogging, travel, spirituality, social media trends

Movement/Network Participation

- **Emerging Church Movement**: Prominent figure and centrist voice in the emerging church movement
- **Church Planting Networks**: Focus on church planting from rhizome framework (not multiplication model)
- **Simple Church Movement**: Activist for simple churches, house churches, churches without traditional worship services
- **Mission Networks**: Extensive international mission and aid work networks
- **Social Transformation Networks**: Focus on impact entrepreneurs and social transformation projects

Identity Confirmation Factors

Strong Indicators:

- Clear online identity as "Tall Skinny Kiwi" with established blog (tallskinnykiwi.blogspot.com)
- Consistent professional roles across multiple organizations
- Recognized in emerging church movement discussions and academic contexts
- Extensive international experience (70+ countries)
- Long-term online presence (20+ years of blogging)
- Podcast presence ("Tall Skinny Kiwi" podcast)
- Speaking engagements at recognized conferences

Distinguishing Factors:

- "Tall Skinny Kiwi" online identity is distinctive
- New Zealand origin
- Extensive international travel and work (70+ countries)
- Focus on emerging/simple church movements
- Long-term blogging presence since early days of internet
- Unique combination of mission work, church development, and social media expertise

Confidence Level: High - Clear identity with distinctive online presence, consistent professional history, and recognized role in emerging church movement. The "Tall Skinny Kiwi" moniker provides strong differentiation from other individuals named Andrew Jones.

Movemental-Specific Analysis: Andrew Jones

Research Date: January 4, 2026

Platform Gaps Assessment

Current Platform Limitations

Observable Limitations:

1. **Platform Fragmentation**: Content scattered across blog (Blogger), podcast (Apple Podcasts/other platforms), speaking engagements, and potentially social media
2. **Platform Ownership**: Mix of owned (blog on Blogger platform - Google-owned) and rented platforms (social media, podcast platforms)
3. **Content Silos**: Blog, podcast, and speaking content may exist in separate silos without integration
4. **Blog Platform Limitations**: Blogger platform may limit content organization, series development, and advanced features
5. **Discoverability**: Content may not be easily discoverable across platforms, especially with 20+ years of blog archive
6. **Cross-Platform Integration**: Limited integration between blog, podcast, and speaking content

Platform Fragmentation

Current Distribution:

- Blog: tallskinnykiwi.blogspot.com (Blogger platform)
- Podcast: "Tall Skinny Kiwi" (Apple Podcasts and other platforms)
- Speaking Engagements: Conference presentations (digital capture to be verified)
- Social Media: To be verified (likely multiple platforms)
- Organizational Content: BOAZ, NZCMS, CMS, Dawn Ministries (period-specific)

Fragmentation Impact:

- Content scattered across multiple platforms
- No single content hub
- Difficult to discover all content in one place
- Limited cross-platform connection
- Blog archive (20+ years) may be difficult to navigate

Platform Ownership

Owned Platforms:

- Blog on Blogger (tallskinnykiwi.blogspot.com) - Google-owned platform, not fully owned
- No clearly owned domain identified

Rented Platforms:

- Blogger platform (Google-owned)
- Podcast platforms (Apple Podcasts, Spotify, etc.)
- Social media platforms (Twitter, Facebook, LinkedIn, Instagram - to be verified)
- Conference platforms
- Organizational platforms (period-specific)

Ownership Implications:

- Content on platforms not fully controlled
- Blogger platform limitations and dependencies
- Platform changes could affect content accessibility
- Limited control over platform features and limitations
- No owned domain for content hub

Revenue Model Gaps

Current Revenue Models (to be verified):

- Consulting work (social media, mission)
- Speaking engagements
- Organizational work (period-specific)
- Potential book sales (to be verified)

Potential Gaps:

- Limited direct content monetization
- No subscription model for content
- No course monetization (workshop content could become courses)
- Limited direct-to-audience revenue
- Blog content not monetized (to be verified)
- Podcast not monetized (to be verified)

Analytics Gaps

Potential Analytics Limitations:

- Limited cross-platform analytics
- No unified view of content performance across blog, podcast, and speaking

- Limited audience insights across platforms

- No content journey tracking

- Blog platform analytics limitations

- No integration of analytics across content forms

Movemental Fit Analysis

Which Gaps Does Movemental Specifically Address?

Platform Fragmentation:

- Movemental could provide unified content platform

- Single content hub for blog, podcast, speaking, and other content

- Cross-platform content integration

- Unified content discovery

Content Silos:

- Movemental could connect blog posts, podcast episodes, speaking content, and other forms

- Content interconnection and cross-referencing

- Thematic content organization

- Content series development

Blog Platform Limitations:

- Movemental could provide better content organization than Blogger

- Advanced features for series development

- Better navigation and discoverability

- Owned platform (vs. rented Blogger platform)

Discoverability:

- Movemental could improve SEO and content indexing

- Content optimization for search

- Content hub for unified discoverability

- Network effects for content discovery

- Better navigation of 20+ years of content archive

Content Organization:

- Movemental could organize 20+ years of blog content into themes and series

- Better content navigation and structure

- Thematic content grouping

- Content interconnection

What Would Meaningfully Change with Movemental?

Content Organization:

- 20+ years of blog content could be organized into thematic series
- Better content navigation and structure
- Content interconnection and cross-referencing
- Series development capabilities

Content Integration:

- Blog, podcast, and speaking content could be integrated in one platform
- Cross-platform content connection
- Unified content hub
- Content journey across forms

Discoverability:

- Improved SEO and content indexing
- Unified content discovery
- Network effects for content discovery
- Better navigation and search

Content Development:

- Series development capabilities
- Content repurposing opportunities (speaking → articles, podcast → articles)
- Content expansion opportunities
- Ecosystem building

Platform Ownership:

- Owned platform (vs. rented Blogger platform)
- Greater control over features and presentation
- Platform stability and independence

Monetization Opportunities:

- Subscription model possibilities
- Course monetization (workshop content → courses)
- Direct-to-audience revenue
- Content monetization options

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

Content Ownership:

- All existing content remains the person's
- Content creation and voice remain unchanged

- Editorial control remains with the person

Theological Positions:

- All theological positions and perspectives preserved
- Emerging church engagement remains intact
- Personal voice and approach unchanged

Existing Content:

- All existing blog content stays as-is (can be imported/migrated)
- Podcast content remains
- Speaking content remains
- No content loss

Relationships and Networks:

- Existing relationships and networks remain intact
- Movement connections (emerging church, mission, etc.) preserved
- Conference and speaking networks unchanged
- Consulting relationships preserved

Professional Identity:

- "Tall Skinny Kiwi" identity preserved
- Professional roles and expertise unchanged
- Reputation and recognition maintained

Opportunity Identification

Content Repurposing Opportunities

Speaking → Articles:

- Conference talks (Passionfest, Forge Grassroots Festival, etc.) could be transcribed and developed into articles
- Workshop presentations could become articles or blog posts
- Speaking topics could be expanded into written content

Podcast → Articles:

- Podcast episodes could be transcribed
- Podcast topics could be expanded into articles/blog posts
- Podcast insights could be developed into written content

Blog → Series:

- Existing blog posts could be organized into thematic series
- Blog content could be developed into comprehensive series

- Themes could be expanded into series

Workshops → Courses:

- Workshop content could be developed into online courses
- Training materials could become course content
- Consulting expertise could become educational courses

Experience → Books:

- 30+ years of international work experience could support book development
- Insights from international work could be captured in books
- Consulting expertise could support book development

Content Expansion Opportunities

Series Development:

1. **Church Planting (Rhizome Framework)**: Comprehensive series on rhizomatic church planting
2. **Emerging Church Movement**: Series on emerging church insights and reflections
3. **Simple Churches**: Series on simple church movement and house churches
4. **International Mission Work**: Series on insights from 30+ years of international work
5. **Social Transformation**: Series on impact entrepreneurs and social transformation
6. **Social Media & Blogging**: Series on social media consulting and blogging expertise
7. **Contemporary Church Innovation**: Series on alternative forms of worship and renewal movements

Theme Expansion:

- Expand recurring themes into comprehensive content
- Develop themes across multiple content forms
- Create thematic content ecosystems

Content Forms:

- Develop articles from blog posts and speaking
- Create courses from workshops and consulting
- Develop books from extensive experience
- Create video content from speaking engagements

Ecosystem Building Opportunities

Content Interconnection:

- Connect blog posts, podcast episodes, and speaking content
- Cross-reference related content
- Create content navigation by theme
- Build content ecosystems around themes

Content Journey:

- Create pathways between content forms (blog → podcast → speaking → articles)
- Content development across forms
- Audience journey through content

Network Effects:

- Connect with other Movemental users in emerging church movement
- Network effects for content discovery
- Community engagement around content
- Collaborative content opportunities

Discovery Opportunities

SEO Optimization:

- Improved SEO and content indexing
- Content optimization for search
- Better discoverability of 20+ years of content

Content Hub:

- Unified content hub for all content forms
- Single location for content discovery
- Better navigation and search

Network Effects:

- Network effects for content discovery
- Connection with other Movemental users
- Community-driven discovery

Monetization Opportunities

Subscription Model:

- Potential subscription model for content access
- Premium content options
- Subscription revenue

Course Monetization:

- Online courses from workshop content and consulting expertise
- Course revenue
- Educational content monetization

Content Monetization:

- Direct content monetization options

- Premium content access

- Content-based revenue

Direct-to-Audience Revenue:

- Direct revenue from audience

- Reduced dependency on consulting/speaking

- Multiple revenue streams

What Would NOT Change

Content Ownership and Control

- All content remains the person's property

- Editorial control remains with the person

- Content creation process unchanged

- Voice and style preserved

Theological Positions

- All theological positions preserved

- Emerging church engagement remains intact

- Personal perspectives unchanged

- No theological compromise

Existing Content

- All existing blog content stays (can be imported/migrated)

- Podcast content remains

- Speaking content remains

- No content loss or alteration

Professional Identity

- "Tall Skinny Kiwi" identity preserved

- Professional roles unchanged

- Reputation maintained

- Expertise recognized

Relationships and Networks

- Existing relationships preserved

- Movement connections (emerging church, mission, etc.) intact
- Conference and speaking networks unchanged
- Consulting relationships maintained

Personal Voice

- Personal voice and style preserved
- Writing style unchanged
- Approach and tone maintained
- Authenticity preserved

Network Effect Potential

Movemental Network Connections

Emerging Church Movement:

- Potential connections with other Movemental users in emerging church movement
- Network effects for content discovery
- Community engagement around emerging church themes

Mission Networks:

- Connections with other mission workers and consultants
- Network effects for mission-focused content
- Community around mission and social transformation

Church Planting Networks:

- Connections with other church planters
- Network effects for church planting content
- Community around simple churches and house churches

Blogging/Social Media Networks:

- Connections with other bloggers and social media experts
- Network effects for blogging/social media content
- Community around online content creation

Content Discovery Through Network

- Content discovery through Movemental network
- Recommendations based on network connections
- Community-driven content discovery
- Cross-pollination of ideas and content

Collaborative Opportunities

- Potential collaborations with other Movemental users
- Joint content creation
- Community projects
- Network-driven content development

Sources

Sources: Andrew Jones Research

Research Date: January 4, 2026
Agent Version: Digital Reality Agent v1.0

Search Queries Used

Phase 1: Identity Verification

1. "Andrew Jones" "Tall Skinny Kiwi" Christian
2. "Andrew Jones" Christian author movement
3. tallskinnykiwi blog Andrew Jones
4. "Andrew Jones" "Tall Skinny Kiwi" books author publications
5. tallskinnykiwi.blogspot.com blog archive
6. "Andrew Jones" church planting emerging church speaker
7. "Andrew Jones" social media Twitter LinkedIn Instagram
8. "Tall Skinny Kiwi" podcast episodes Apple Spotify
9. "Andrew Jones" NZCMS BOAZ church mission consultant

Sources Consulted

Websites

- **tallskinnykiwi.blogspot.com** (primary blog - referenced in multiple sources)
- **greenbelt.org.uk/artists/andrew-jones** (profile page - referenced in search results)
- **podcasts.apple.com/nz/podcast/tall-skinny-kiwi/id1497166962** (Apple Podcasts - referenced in search results)

- **podbay.fm/p/tall-skinny-kiwi** (podcast platform - referenced in search results)

- **anglicantaonga.org.nz/news/common_life/passionfest/andrew_jones_passionfest_keynote_speaker_and_** (conference mention - referenced in search results)

- **postkiwi.com/2008/tall-skinny-kiwi-on-grass-roots** (conference/event mention - referenced in search results)

- **brianmclaren.net/tall-skinny-kiwi** (reference by Brian McLaren - referenced in search results)

- **andyrowell.net/wp-content/uploads/2006/11/scot_mcknight_what_is_the_emerging_church.pdf** (academic discussion - referenced in search results)

- **wordinlife.com/pdfs/Biblical-studies/FiveStreamsoftheEmergingChurch.pdf** (academic discussion - referenced in search results)

- **signalhire.com/profiles/andrew-jones's-email/137034755** (professional profile - referenced in search results)

Search Engines Used

- Google (primary)

- Additional engines recommended: Bing, DuckDuckGo (for diversity)

Information Sources

Identity Verification

- Greenbelt Festival profile (greenbelt.org.uk)

- Apple Podcasts listing

- Conference/event mentions (Passionfest, Forge Grassroots Festival)

- Academic discussions on emerging church movement

- Professional profile sources (SignalHire)

- Blog references by other authors (Brian McLaren)

Digital Presence Discovery

- Primary blog: tallskinnykiwi.blogspot.com

- Podcast: Apple Podcasts listing (id1497166962)

- Conference mentions: Passionfest, Forge Grassroots Festival, Menlo Church

- Professional roles: NZCMS, BOAZ, Church Mission Society, Dawn Ministries (from SignalHire profile)

Content Analysis

- Blog content description from sources (20+ years, topics: church, mission, religion, travel, spirituality, blogging, social media trends)

- Podcast description from sources (innovations in church, mission, and religion)

- Speaking topics from conference mentions (church planting, emerging church, alternative worship, New Monasticism)

- Professional expertise description (social media consultant, blogger)

Professional Roles & Experience

- International Aid Worker: NZCMS (2014-2017) - from SignalHire profile

- Founder: BOAZ (2000-2016) - from SignalHire profile

- Church Developer: Church Mission Society (2006-2010) - from SignalHire profile

- Missions Consultant: Dawn Ministries Inc (2001-2005) - from SignalHire profile

- 30+ years experience, 70+ countries - from Greenbelt profile

- 20+ years of blogging - from Greenbelt profile

Movement/Network Participation

- Emerging church movement - referenced in multiple sources

- Conference speaking (Passionfest, Forge Grassroots Festival) - from conference mentions

- Mission networks (NZCMS, CMS, Dawn Ministries) - from professional roles

- Social transformation networks (BOAZ) - from organization founder role

Recognized Expertise

- Social media consultant - from Greenbelt profile

- Blogger (20+ years) - from Greenbelt profile

- Emerging church movement figure - referenced in multiple sources

- Referenced by Brian McLaren (recommended website) - from brianmclaren.net

Research Limitations

Information Gaps

- Specific book publications: To be verified (no books clearly identified in initial research)

- Social media profiles: To be verified (presence likely but not confirmed)

- Video content: To be verified (speaking recordings not confirmed)

- Course/training materials: To be verified

- Newsletter presence: To be verified

- Detailed blog content analysis: Limited to source descriptions (full blog archive not analyzed)

- Podcast episode count: Limited information (active podcast confirmed, episode count not verified)

- Speaking engagement recordings: To be verified (digital capture not confirmed)

Platform Verification Needed

- Social media platforms (Twitter, Facebook, LinkedIn, Instagram) - presence likely but not verified

- Video platforms (YouTube, Vimeo) - to be verified

- Course platforms (Teachable, Thinkific, etc.) - to be verified

- Newsletter platforms (Mailchimp, ConvertKit, Substack) - to be verified

- Organizational websites (BOAZ, NZCMS, CMS, Dawn Ministries) - to be verified

- Other podcast platforms (Spotify, etc.) - to be verified

Content Analysis Limitations

- Blog content: Analysis based on source descriptions, not full archive review

- Podcast content: Analysis based on podcast description and notable episode, not full episode review

- Speaking content: Analysis based on conference mentions, not full presentation review

- Content organization: Analysis based on platform (Blogger) and source descriptions, not detailed site analysis

Identity Verification Confidence

- **High Confidence**: "Tall Skinny Kiwi" identity is distinctive, consistent professional roles across sources, recognized in emerging church movement, established online presence (20+ years)

- **Distinguishing Factors**: New Zealand origin, "Tall Skinny Kiwi" moniker, 70+ countries experience, emerging church movement focus, long-term blogging presence

Notes

- Research conducted based on publicly available information only

- Sources accessed through web search (no direct content scraping)

- Information verified through multiple sources where possible

- Professional roles verified through professional profile sources (SignalHire)

- Blog and podcast confirmed through platform listings

- Conference speaking confirmed through event mentions

- Movement participation confirmed through academic discussions and conference mentions

- Extensive experience (30+ years, 70+ countries) and long-term online presence (20+ years) provide strong identity confirmation

Summary

Digital Reality Profile: Andrew Jones (Tall Skinny Kiwi)

Research Date: January 4, 2026
Confidence Level: High

Executive Summary

Andrew Jones, widely known online as "Tall Skinny Kiwi," is a New Zealand-born blogger, social media consultant, and international aid worker with over 30 years of experience in third-sector social enterprises across 70+ countries. He has been a prominent figure and centrist voice in the emerging church movement, focusing on innovative approaches to church, mission, and spirituality in postmodern cultures. Jones is recognized for his creative online presence, having generated content on blogging, travel, spirituality, and social media trends for more than two decades through his blog at tallskinnykiwi.blogspot.com.

Jones's digital presence centers on his long-established blog (20+ years), an active podcast ("Tall Skinny Kiwi"), and speaking engagements at conferences and festivals. His professional experience spans international aid work (NZCMS, 2014-2017), church development (Church Mission Society, 2006-2010), mission consulting (Dawn Ministries, 2001-2005), and founding BOAZ (2000-2016), an organization focused on social transformation and impact entrepreneurs. His content focuses on emerging church movement, church planting from a rhizome framework, simple churches and house churches, mission, social transformation, and contemporary church innovation.

Key Findings:

- 20+ years of consistent blogging at tallskinnykiwi.blogspot.com
- Active podcast ("Tall Skinny Kiwi") discussing innovations in church, mission, and religion
- 30+ years of international work experience across 70+ countries
- Prominent figure in emerging church movement
- Multiple professional roles: blogger, social media consultant, international aid worker, church developer, mission consultant
- Organization founder (BOAZ, 2000-2016)
- Conference speaker (Passionfest, Forge Grassroots Festival, etc.)
- Recognized expertise in social media and blogging

Primary Opportunities:

- Content organization: Organize 20+ years of blog content into thematic series
- Content repurposing: Develop conference talks and podcast episodes into articles
- Content integration: Connect blog, podcast, and speaking content in unified platform
- Content expansion: Systematically capture insights from 30+ years of international work
- Platform ownership: Move from rented Blogger platform to owned platform
- Discoverability: Improve content navigation and search across 20+ years of archive
- Series development: Develop comprehensive series on key themes (church planting, emerging church, mission, etc.)

Movemental Fit: High - Strong alignment with Movemental's target audience and platform capabilities. Extensive content archive (20+ years) with opportunities for organization, integration, and expansion. Strong potential for content repurposing, series development, and network effects within emerging church and mission networks.

Current Digital Presence

Website Presence

Primary Website: tallskinnykiwi.blogspot.com (Blogger platform)

- Active blog with 20+ years of content
- Topics: Church, mission, religion, travel, spirituality, blogging, social media trends
- Established online identity as "Tall Skinny Kiwi"
- Blog format with chronological organization

Content Distribution

Blog: 20+ years of blog posts at tallskinnykiwi.blogspot.com

- Extensive archive of personal reflections and insights
- Covers multiple topics related to church, mission, travel, spirituality, blogging, and social media
- Consistent long-term presence since early days of internet

Podcast: "Tall Skinny Kiwi" podcast

- Active podcast available on Apple Podcasts and other platforms
- Topics: Innovations in church, mission, and religion
- Notable episodes: Venezuela conversation at Menlo Church (2019)
- Discussion and interview format

Speaking Engagements: Conference keynotes and workshops

- Passionfest (keynote speaker)
- Forge Grassroots Festival (workshop on church planting from rhizome framework)
- Menlo Church (podcast recording)
- Other conferences and events

Social Media: Presence to be verified (likely active given social media consultant role)

Platform Distribution

Content distributed across:

- Blogger platform (blog)
- Apple Podcasts and other podcast platforms
- Conference/event platforms
- Potential social media platforms
- Organizational platforms (period-specific: BOAZ, NZCMS, CMS, Dawn Ministries)

Content Landscape

Content Forms

Blog Posts: 20+ years of blog content covering church, mission, religion, travel, spirituality, blogging, and social media trends

Podcast Episodes: Active podcast with discussions and interviews on innovations in church, mission, and religion

Speaking Content: Conference keynotes and workshops on church planting, emerging church, alternative worship, New Monasticism

To Be Verified: Books, video content, courses, newsletters, social media content

Content Themes

Primary Themes:

1. Emerging Church Movement
2. Church Planting & Simple Churches (rhizome framework)
3. Mission & Social Transformation
4. Blogging & Social Media
5. Travel & Global Perspective
6. Contemporary Church Innovation
7. Spirituality & Faith Practice

Theological Focus: Emerging/emergent theology, missional theology, ecclesiology, practical application, contextual engagement

Movement Focus: Emerging church movement, simple church movement, church planting (rhizomatic approach), social transformation, mission, contemporary renewal

Content Organization

Blog-Driven: Primary content hub is blog (tallskinnykiwi.blogspot.com)

- Chronological organization (typical blog format)
- 20+ years of archive
- Personal voice and perspective

Podcast: Separate content form with episode-based organization

Speaking: Event-based content (conferences, workshops)

Content Strategy: Long-term consistent blogging, personal reflections, professional expertise sharing, travel and global perspective, emerging church movement engagement

Discoverability Assessment

Current Discoverability

Well-Indexed:

- Blog (tallskinnykiwi.blogspot.com) - Blogger platform benefits from Google indexing
- Podcast (Apple Podcasts) - Platform provides discoverability
- Name searches return results for "Andrew Jones Tall Skinny Kiwi"
- "Tall Skinny Kiwi" identity is distinctive and searchable

Search Visibility: Name and "Tall Skinny Kiwi" searches return multiple results, blog is searchable, podcast is discoverable, conference mentions provide visibility

Potential Limitations:

- Blog platform (Blogger) may have limitations for advanced organization and SEO
- 20+ years of blog archive may be difficult to navigate
- Content scattered across platforms (blog, podcast, speaking)
- Limited cross-platform integration for discovery

Discoverability Opportunities

Potential Gaps:

- Content organization could be improved (blog format limitations)
- Thematic series may not be clearly identified
- Archive navigation could be enhanced (20+ years of content)
- Cross-platform integration opportunities
- SEO optimization opportunities
- Unified content hub for discovery

Gap Analysis

Embodied Work vs. Digital Expression

Strong Embodied Work:

- 30+ years of international work across 70+ countries
- Multiple professional roles (international aid worker, church developer, mission consultant, organization founder)
- 20+ years of blogging (extensive digital capture)
- Active podcast
- Conference speaking presence

- Social media consultant expertise

- Established reputation in emerging church movement

Digital Expression:

- Extensive blog archive (20+ years) represents significant digital capture

- Active podcast provides digital audio content

- Speaking engagements (digital capture to be verified)

- Social media presence (to be verified)

Identified Gaps

Content Repurposing Gaps:

- Conference talks may not be transcribed/published as articles

- Podcast episodes may not be expanded into written content

- Speaking topics may not be developed into blog posts or articles

- Workshop content may not be available online

Content Organization Gaps:

- 20+ years of blog content may not be organized into thematic series

- Content may be isolated rather than connected

- Blog format limitations may affect organization

- Cross-platform content connection opportunities

Content Development Gaps:

- Insights from 30+ years of international work may not be systematically captured

- Consulting expertise may not be shared systematically

- Themes may not be developed into comprehensive series

- Content expansion opportunities may be underutilized

Platform Gaps:

- Rented platform (Blogger - Google-owned) vs. owned platform

- Platform limitations for advanced features

- Content scattered across platforms

- No unified content hub

Discoverability Gaps:

- Blog archive navigation (20+ years)

- Cross-platform discoverability

- Thematic content discovery

- Content series identification

Movemental Opportunities

What Movemental Would Change

Content Organization:

- Organize 20+ years of blog content into thematic series
- Better content navigation and structure
- Content interconnection and cross-referencing
- Series development capabilities

Content Integration:

- Connect blog, podcast, and speaking content in unified platform
- Cross-platform content connection
- Unified content hub
- Content journey across forms

Platform Ownership:

- Owned platform (vs. rented Blogger platform)
- Greater control over features and presentation
- Platform stability and independence

Discoverability:

- Improved SEO and content indexing
- Unified content discovery
- Network effects for content discovery
- Better navigation and search

Content Development:

- Content repurposing opportunities (speaking → articles, podcast → articles)
- Series development capabilities
- Content expansion opportunities
- Ecosystem building

Monetization Opportunities:

- Subscription model possibilities
- Course monetization (workshop content → courses)
- Direct-to-audience revenue
- Content monetization options

What Would Remain the Same

Content Ownership:

- All existing content remains the person's
- Content creation and voice remain unchanged
- Editorial control remains with the person

Theological Positions:

- All theological positions preserved
- Emerging church engagement remains intact
- Personal voice and approach unchanged

Existing Content:

- All existing blog content stays (can be imported/migrated)
- Podcast content remains
- Speaking content remains
- No content loss

Relationships and Networks:

- Existing relationships and networks remain intact
- Movement connections (emerging church, mission, etc.) preserved
- Conference and speaking networks unchanged
- Consulting relationships preserved

Professional Identity:

- "Tall Skinny Kiwi" identity preserved
- Professional roles and expertise unchanged
- Reputation and recognition maintained

Specific Opportunities for Andrew Jones

Content Repurposing:

- Develop conference talks (Passionfest, Forge Grassroots Festival, etc.) into articles
- Expand podcast episodes into written content
- Transcribe podcast and speaking content
- Develop workshop content into courses

Series Development:

- Church Planting (Rhizome Framework) - Comprehensive series
- Emerging Church Movement - Insights and reflections series
- Simple Churches - Movement and house churches series
- International Mission Work - 30+ years of experience series

- Social Transformation - Impact entrepreneurs series

- Social Media & Blogging - Expertise sharing series

- Contemporary Church Innovation - Alternative forms and renewal series

Content Expansion:

- Systematically capture insights from 30+ years of international work

- Develop consulting expertise into educational content

- Expand themes into comprehensive content

- Create content across multiple forms (articles, courses, books)

Ecosystem Building:

- Connect blog, podcast, and speaking content

- Create content navigation by theme

- Build content ecosystems around themes

- Create pathways between content forms

Network Effects:

- Connect with other Movemental users in emerging church movement

- Network effects for content discovery

- Community engagement around content

- Collaborative content opportunities

What We Will NOT Do

Boundaries

Content Ownership: All content remains entirely the person's property. Movemental provides platform and tools, but content ownership and editorial control remain with Andrew Jones.

Theological Positions: All theological positions, perspectives, and engagement with emerging church movement remain entirely unchanged. Movemental does not alter or judge theological content.

Existing Content: All existing blog content, podcast content, and speaking content remains as-is. Movemental can import/migrate content but does not alter existing content.

Professional Identity: "Tall Skinny Kiwi" identity, professional roles, expertise, and reputation remain entirely preserved. Movemental enhances presentation but does not change identity.

Relationships and Networks: All existing relationships, movement connections, conference networks, and consulting relationships remain entirely intact. Movemental adds network connections but does not replace existing ones.

Voice and Style: Personal voice, writing style, approach, tone, and authenticity remain entirely preserved. Movemental provides platform but does not alter voice.