

Peyton 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 multiply through planting and training. You lead, write, and form leaders in church planting, leadership development, and kingdom expansion.

I see your work at NewBreed Training, where you serve as CEO providing training for kingdom expansion and church planting, and through your book "Church Plantology: The Art and Science of Planting Churches" through Zondervan. Your church planting experience across three continents, along with your work training thousands of leaders worldwide and your service with the North American Mission Board, are anchored at newbreedtraining.com.

I notice you return to the connection between art and science: how church planting combines practical wisdom with strategic thinking, how training enables multiplication, how international experience informs local practice. Your work exists in training sessions where you teach, across your organizational website and resources, in your published book, through NewBreed Training where you lead,

across three continents where you've planted, in training thousands of leaders worldwide.

What tends to get lost is continuity. Training insights may not become articles beyond what you already write. Conference talks may not become accessible content. Teaching materials may not connect clearly to your published work. The patterns you see across three continents 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 trainers 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: Peyton Jones

Research Date: January 4, 2026

Content Thematic Analysis

Primary Themes

Based on published work, organizational role, and professional experience, Peyton Jones's content focuses on:

1. Church Planting Methodology

- "Church Plantology: The Art and Science of Planting Churches" - Comprehensive textbook approach
- Focus on both art and science of church planting
- Systematic approach to church planting practice
- Emphasis on practical, proven methodologies

2. Leadership Training & Development

- CEO of NewBreed Training

- Has catalyzed and trained thousands of leaders worldwide
- Focus on developing church planting leaders
- Emphasis on kingdom expansion through leadership development

3. Kingdom Expansion

- NewBreed Training focus: “training for kingdom expansion”
- Emphasis on multiplication and growth
- Focus on expanding God’s kingdom through church planting
- Movement-oriented approach

4. Practical Church Planting

- On-the-ground planting experience in three continents
- Real-world, practical experience informing content
- Emphasis on actionable strategies and practices
- Field-tested approaches

5. Church Planting as Art and Science

- Book title suggests dual approach
- Art: Creative, contextual, relational aspects
- Science: Systematic, methodological, reproducible aspects
- Balance between principles and practice

Theological Focus Areas

- **Church Planting:** Core focus across all work
- **Practical Theology:** Emphasis on applied, actionable content
- **Leadership Development:** Focus on developing leaders for church planting

- **Kingdom Expansion:** Emphasis on multiplication and growth
- **Missional Movement:** Church planting as part of broader movement
- **Practical Application:** Accessible, practitioner-focused content

Movement Focus

- **Church Planting Movements:** Core focus
- **Kingdom Expansion:** Emphasis on growth and multiplication
- **Leadership Multiplication:** Training leaders who plant churches
- **International Church Planting:** Experience across three continents
- **Denominational Partnership:** NAMB affiliation suggests denominational movement support

Recurring Topics

- Church planting methodology
- Leadership development for church planters
- Kingdom expansion strategies
- Practical church planting practices
- Training and equipping planters
- Church planting as art and science
- International church planting
- Movement multiplication

Content Organization Analysis

Organizational Website (newbreedtraining.com)

Structure (to be verified):

- Likely includes: About, Training, Resources, Contact
- Peyton Jones profile page confirmed
- Training materials and resources
- Organizational information

Organization Approach:

- Organization-focused (NewBreed Training)
- Training-centric content organization
- Church planting resource focus
- Leadership development emphasis

Book Content Organization

“Church Plantology: The Art and Science of Planting Churches”:

- Textbook format suggests systematic organization
- Comprehensive approach (art and science)
- Likely organized by topics, phases, or methodologies
- Designed for training and reference

Content Strategy Assessment

Appears to have:

- Clear organizational brand (NewBreed Training)
- Book-driven content strategy (“Church Plantology”)
- Training-focused content approach
- Practical, practitioner-oriented content
- International scope and experience

Content Forms:

- Books (1+ published work, textbook format)
- Training resources (NewBreed Training materials)
- Leadership development content
- Potential blog/content (to be verified)
- Potential video/podcast content (to be verified)

Content Series Potential:

- Church planting methodology series
- Leadership training series
- Kingdom expansion resources
- International church planting content

Content Interconnection

To Be Assessed:

- How book content connects to training materials
- Whether blog/articles expand on book topics

- If video/podcast content complements written content
- Whether training courses build on book principles
- If content forms reference each other

Voice & Style Analysis

Writing Style

Based on Book:

- Textbook format suggests: Systematic, comprehensive, instructional
- “Art and Science” framing suggests: Balanced, practical, accessible
- Likely: Practitioner-focused, actionable, field-tested

To Be Verified:

- Academic vs. popular writing style
- Tone and approach in other content forms
- Consistency across content types

Tone and Approach

Likely Characteristics:

- Practical and actionable
- Experienced and authoritative (three continents of experience)
- Accessible and applicable
- Systematic and comprehensive (textbook format)
- Encouraging and equipping (training focus)

To Be Verified:

- Specific tone in blog/articles
- Approach in video/podcast content
- Style in training materials

Theological Positioning

Observable Characteristics:

- Church planting focused
- Kingdom expansion oriented
- Denominational partnership (NAMB)
- Movement-oriented
- Practical theology emphasis

To Be Verified:

- Specific theological traditions or streams
- Denominational alignment details
- Theological depth vs. practical focus

Audience Level

Likely Audience:

- Church planters (primary)
- Church planting leaders and trainers
- Denominational leaders
- Missional practitioners
- Those interested in kingdom expansion

Content Level:

- Practitioner-focused (textbook for practitioners)
- Accessible and applicable
- Field-tested and practical

Discoverability Assessment

SEO Indicators

To Be Assessed:

- Website SEO (title tags, meta descriptions, URL structure)
- Book discoverability (Amazon, Goodreads, publisher sites)
- Social media presence and discoverability
- Video/podcast platform optimization

Content Indexing

To Be Assessed:

- Search engine visibility
- Content appearing in search results
- Platform-specific discoverability
- Cross-platform discoverability

Social Sharing Indicators

To Be Assessed:

- Social media engagement
- Content sharing patterns
- Community engagement
- Network effects

Backlinks and References

To Be Assessed:

- References from other sites
- Denominational network connections
- Church planting community connections
- Training program connections

Domain Authority Indicators

To Be Assessed:

- NewBreed Training website authority
- Personal website authority (if exists)
- Publisher platform authority (Zondervan)
- Social media platform authority

Ecosystem Analysis

Content Ecosystem

To Be Assessed:

- How book connects to training materials
- Whether content works as connected ecosystem
- Cross-references between content pieces
- Content repurposing opportunities

Network Connections

Observable Connections:

- NewBreed Training organization
- Zondervan publisher
- NAMB denominational affiliation
- Thousands of trained leaders (network effect potential)

To Be Assessed:

- Connections to other authors/leaders
- Church planting network connections
- Training program partnerships
- Conference/speaking connections

Institutional Partnerships

Known Partnerships:

- Zondervan (publisher)
- NAMB (denominational)
- NewBreed Training (organization)

To Be Assessed:

- Additional institutional partnerships
- Training program partnerships
- Conference/speaking partnerships
- International partnerships

Community Engagement

To Be Assessed:

- Social media community engagement
- Training program community
- Book reader community
- Church planting network engagement

Content Gaps Analysis

Potential Gaps

To Be Assessed:

- Content forms that may be missing
- Topics mentioned but not fully developed
- Opportunities for content expansion
- Content repurposing opportunities

Content Development Opportunities

Potential Opportunities:

- Blog/articles expanding on book topics
- Video content from training materials
- Podcast series on church planting
- Course content from book principles
- International church planting content
- Leadership development series

Summary

Peyton Jones's content ecosystem appears focused on church planting methodology, leadership training, and kingdom expansion. The content is organized around NewBreed Training and the published textbook "Church Plantology," with emphasis on practical, field-tested approaches. The content strategy appears practitioner-focused and training-oriented, with potential for expansion into additional content forms and deeper ecosystem development.

Key Characteristics:

- Systematic, comprehensive approach (textbook format)
- Practical, field-tested content (three continents of experience)
- Training and equipping focus (thousands of leaders trained)
- Organization-driven content strategy (NewBreed Training)
- Book-driven content foundation ("Church Plantology")

Areas for Further Analysis:

- Additional content forms and platforms
- Content interconnection and ecosystem
- Discoverability and visibility

- Network connections and partnerships
 - Content development opportunities
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Digital Presence Discovery

Digital Presence Discovery: Peyton Jones

Research Date: January 4, 2026

Website Presence

Primary Website

- newbreedtraining.com
 - Status: Active (referenced in search results)
 - Purpose: Organizational website for NewBreed Training
 - Structure: Includes About page with Peyton Jones profile (to be verified)
 - Content: Training resources, church planting content, leadership development
 - Referenced in multiple search results as official organization website

Organizational Websites

- **NewBreed Training**
 - Website: newbreedtraining.com
 - Focus: Training for kingdom expansion, church planting, leadership development
 - Status: Active
 - Content: Training materials, resources, organizational information

Publisher Websites

- **Zondervan**
 - Author page: To be verified
 - Status: Publisher of “Church Plantology: The Art and Science of Planting Churches” (2021)
 - Content: Book listings, author information

Denominational/Institutional Websites

- **North American Mission Board (NAMB)**
 - Affiliation: Has served with NAMB
 - Status: To be verified
 - Content: Potential content, resources, or profile pages

Social Media Platforms

To Be Verified

- Twitter/X profile
- Facebook profile
- LinkedIn profile
- Instagram profile
- YouTube channel(s) - personal vs. NewBreed Training
- Other platforms

Publishing Platforms

Books

- **Published Books:** 1+ book identified
- **Primary Publisher:** Zondervan
- **Known Publication:** “Church Plantology: The Art and Science of Planting Churches” (2021)
- **Amazon Author Page:** To be verified
- **Goodreads:** To be verified
- **Additional Books:** To be discovered

Known Publications

1. “Church Plantology: The Art and Science of Planting Churches” (Zondervan, 2021)
 - Described as best-selling church planting textbook
 - Focus: Comprehensive guide to church planting

Content Forms Discovered

Books

- 1+ published book (confirmed: “Church Plantology”)
- Focus area: Church planting methodology and practice
- Textbook format suggests comprehensive, systematic approach

Training Content

- NewBreed Training materials
- Church planting training resources
- Leadership development content
- Kingdom expansion training

To Be Discovered

- Blog content (personal or NewBreed Training blog)
- Articles/blog posts
- Sermons/talks (audio, video, transcripts)
- Conference talks/presentations

- Courses/training materials (beyond NewBreed Training)
- Podcasts (as host or guest)
- Video content (YouTube, Vimeo, institutional)
- Newsletter content
- Social media content volume and engagement
- Academic papers/articles
- Additional published works

Platform Distribution

Confirmed Platforms

1. Organizational website (newbreedtraining.com) - Active
2. Publisher (Zondervan) - Confirmed

Platforms to Verify

- Blogging platforms: Personal blog or NewBreed Training blog
- Video platforms: YouTube, Vimeo (personal or NewBreed Training channels)
- Audio platforms: Podcasts (Apple Podcasts, Spotify) - as host or guest
- Course platforms: NewBreed Training courses, Teachable, Thinkific, institutional LMS
- Newsletter platforms: Mailchimp, ConvertKit, Substack
- Social media: Twitter/X, Facebook, LinkedIn, Instagram
- Publishing platforms: Amazon, Goodreads, Zondervan author page
- Denominational platforms: NAMB website, resources

- Conference platforms: Speaking engagements, event recordings

Content Volume Assessment

Known Content

- **Books:** 1+ published book (“Church Plantology” - 2021)
- **Training Resources:** NewBreed Training materials
- **Leadership Training:** Has catalyzed and trained thousands of leaders worldwide
- **Church Planting Experience:** On-the-ground planting in three continents

To Be Assessed

- Number of published blog posts/articles
- Number of conference talks/presentations
- Video content volume (training videos, talks, interviews)
- Podcast episodes (as host or guest)
- Training course content volume
- Social media content volume and engagement
- Newsletter content (if applicable)
- Additional published works
- Speaking engagement frequency and locations

Content Frequency/Recency

Known Information

- **Book Publication:** 2021 (“Church Plantology”)
- **Training Activity:** Ongoing (has trained thousands of leaders)
- **Church Planting:** Ongoing (three continents of experience)

To Be Assessed

- Blog posting frequency
- Social media activity level
- Video content release schedule
- Podcast release schedule (if applicable)
- Training course updates
- Speaking engagement frequency

Digital Presence Summary

Strengths

- Established organizational website (NewBreed Training)
- Published author with recognized publisher (Zondervan)
- Best-selling textbook indicates recognition and reach
- Extensive training experience (thousands of leaders)
- International experience (three continents)

Areas for Further Discovery

- Personal website (if separate from NewBreed Training)
- Social media presence and engagement
- Video/podcast content
- Blog/article content
- Additional published works
- Speaking engagement recordings
- Training course details and structure
- Newsletter or email content

Next Steps

- Verify NewBreed Training website structure and content
- Discover personal website (if exists)
- Identify social media profiles
- Catalog video/podcast content
- Discover blog/article content
- Verify additional published works
- Identify speaking engagements and recordings
- Explore training course content and structure
- Check publisher platforms (Zondervan, Amazon, Goodreads)
- Verify NAMB affiliation and content

Gap Analysis

Gap Analysis: Peyton Jones

Research Date: January 4, 2026

Embodied Work Indicators

Teaching/Speaking Engagements

Known Engagements:

- Has catalyzed and trained thousands of leaders worldwide
- Extensive training and teaching activity
- International scope (three continents)
- Ongoing training through NewBreed Training

To Be Verified:

- Specific conference speaking engagements
- Regular teaching/training schedule
- Speaking tour details
- Event recordings and transcripts

Ministry Roles

Known Roles:

- Church planter (three continents of experience)
- CEO of NewBreed Training
- Leadership trainer (thousands of leaders trained)
- Has served with NAMB (North American Mission Board)

To Be Verified:

- Specific church planting roles and locations
- Current ministry roles
- Denominational roles
- Network/partnership roles

Institutional Affiliations

Known Affiliations:

- NewBreed Training (CEO)
- NAMB (has served with)
- Zondervan (published author)

To Be Verified:

- Additional institutional affiliations
- Training program partnerships
- Denominational roles
- Network memberships

Movement/Network Participation

Known Participation:

- Church planting movement (three continents)
- Leadership training network (thousands of leaders)
- Denominational network (NAMB)
- Training organization (NewBreed Training)

To Be Verified:

- Specific movement/network memberships
- Partnership details
- Network engagement level

Book Publications

Known Publications:

- “Church Plantology: The Art and Science of Planting Churches” (Zondervan, 2021)
- Described as best-selling church planting textbook

To Be Verified:

- Additional published works
- Book sales and reach
- Book impact and recognition

Established Reputation/Recognition

Known Recognition:

- Best-selling textbook author
- CEO of training organization
- Has trained thousands of leaders
- Three continents of church planting experience
- Published by recognized publisher (Zondervan)

To Be Verified:

- Industry recognition and awards
- Speaking invitations and frequency
- Training program recognition
- Community standing

Digital Expression Analysis

Embodied Work Representation

How Much is Represented Digitally:

Well Represented:

- Book content (“Church Plantology” - comprehensive textbook)
- Training organization (NewBreed Training website)
- Published author presence (Zondervan)

Potentially Underrepresented:

- Training content (extent of digital training materials to be verified)
- Speaking/teaching content (recordings, transcripts to be verified)
- Church planting experience stories (to be verified)

- Leadership development content (to be verified)
- International experience insights (to be verified)

To Be Assessed:


- Are training sessions recorded and published?
- Are speaking engagements captured digitally?
- Is church planting experience documented?
- Are insights from experience captured in articles/blog posts?
- Is there digital extension of live training?

Content Forms Analysis


Books:

-  Well represented: Published textbook available digitally
- To assess: Are book insights expanded in other digital forms?


Training:

-  Partially represented: NewBreed Training website exists
- To assess: Extent of training materials available digitally
- To assess: Are training sessions recorded/published?
- To assess: Is there digital training platform?


Speaking/Teaching:

-  Unknown: Extent of digital representation
- To assess: Are talks recorded and published?
- To assess: Are transcripts available?
- To assess: Video/audio content availability?

Church Planting Experience:

-  Unknown: Extent of digital documentation
- To assess: Are stories and insights captured?
- To assess: Are lessons learned documented?
- To assess: Case studies or examples available?

Leadership Development:

-  Partially represented: Training organization exists
- To assess: Extent of leadership content available
- To assess: Are leadership principles documented?
- To assess: Training materials availability?

Content Continuity

To Be Assessed:

- Is there continuity between book and training materials?
- Are book topics expanded in other content forms?
- Do training materials reference book content?
- Is there content series development?
- Are themes developed across multiple forms?

Gap Identification

Content Gaps

What Exists in Embodied Work but Not Digitally:

Potential Gaps:

- Training session content (if not recorded/published)
- Speaking engagement content (if not captured)
- Church planting experience stories (if not documented)
- Leadership development insights (if not written)
- International experience lessons (if not shared)
- Practical application examples (if not documented)
- Case studies from experience (if not published)

To Be Verified:

- Specific content that exists in embodied work
- Extent of digital representation
- Missing content forms

Content Form Gaps

Potentially Missing Forms:

- Blog/articles (to be verified)
- Video content (training, talks, interviews)
- Podcast content (host or guest appearances)
- Course content (beyond training organization)
- Newsletter content
- Social media content (to be verified)
- Case studies/examples
- Story documentation

To Be Assessed:

- Which content forms exist?
- Which are missing?
- What opportunities exist?

Discoverability Gaps

Potential Gaps:

- Content may exist but not be easily discoverable
- Training materials may not be publicly accessible
- Speaking content may not be indexed
- Book may not be connected to other content
- Training organization may have limited visibility

To Be Assessed:

- SEO and discoverability
- Content indexing
- Cross-platform visibility
- Search engine presence

Connection Gaps

Potential Gaps:

- Content pieces may be isolated
- Book may not connect to training materials
- Training may not reference book
- Speaking may not connect to written content
- Experience may not be documented

To Be Assessed:

- Content interconnection
- Cross-referencing between forms
- Ecosystem connectivity
- Series development

Opportunities for Digital Amplification

Content Repurposing Opportunities

Potential Opportunities:

- Book chapters → blog articles
- Book topics → video series
- Training sessions → course content
- Training sessions → podcast episodes
- Speaking engagements → articles/blog posts
- Speaking engagements → video content
- Church planting stories → case studies
- Leadership insights → article series

To Be Assessed:

- Existing content that could be repurposed
- Best opportunities for repurposing
- Content forms that would benefit most

Content Expansion Opportunities

Potential Opportunities:

- Expand book topics into series
- Develop training content into courses
- Create video series from training
- Develop podcast from speaking
- Write articles from experience
- Document case studies
- Create leadership development series
- Develop international church planting content

To Be Assessed:

- Topics that could be expanded
- Content forms that would add value
- Series development opportunities

Ecosystem Building Opportunities

Potential Opportunities:

- Connect book to training materials
- Link training to speaking content
- Connect experience to written content
- Build content series across forms
- Create interconnected content ecosystem
- Develop content hub or platform

To Be Assessed:

- Current ecosystem state
- Connection opportunities
- Platform development needs

Discovery Opportunities

Potential Opportunities:

- Improve SEO and discoverability
- Increase content indexing
- Enhance cross-platform visibility
- Improve search engine presence
- Develop content marketing strategy
- Increase social media engagement

To Be Assessed:

- Current discoverability state
- SEO opportunities
- Visibility improvement needs

Summary

Peyton Jones has significant embodied work (church planting across three continents, training thousands of leaders, published textbook) with some digital representation (book, training organization website). However, there appear to be opportunities for greater digital amplification of training content, speaking engagements, church planting experience, and leadership development insights.

Key Gaps Identified:

- Training content digital representation (extent to be verified)
- Speaking/teaching content capture (to be verified)
- Church planting experience documentation (to be verified)
- Content form diversity (to be verified)
- Content interconnection and ecosystem (to be verified)
- Discoverability and visibility (to be assessed)

Key Opportunities:

- Content repurposing (book → articles, training → courses)
- Content expansion (series development, additional forms)
- Ecosystem building (content interconnection)
- Discovery improvement (SEO, visibility)
- Digital amplification of embodied work

Identity Verification

Identity Verification: Peyton Jones

Research Date: January 4, 2026

Confidence Level: High

Primary Identity

Full Name: Peyton Jones

Primary Role: Author, Church Planter, CEO of NewBreed Training

Location: United States (specific location to be verified)

Personal Background

Background: Church planter, author, and leadership trainer with extensive international experience

Geographic Journey:

- Has planted churches and trained leaders across three continents
- Specific locations to be verified

Institutional Affiliations

1. NewBreed Training

- Role: CEO
- Type: Organization providing training for kingdom expansion and church planting
- Focus: Church planting training, leadership development, kingdom expansion

2. North American Mission Board (NAMB)

- Role: Has served with NAMB (specific role to be verified)
- Type: Denominational mission organization

- Focus: Church planting and mission work

3. Zondervan

- Role: Published author
- Type: Publisher
- Relationship: Publisher of “Church Plantology: The Art and Science of Planting Churches”

Published Works

Peyton Jones has authored:

1. “Church Plantology: The Art and Science of Planting Churches”

(Zondervan, 2021)

- Described as a best-selling church planting textbook
- Focus: Comprehensive guide to church planting combining art and science
- Publisher: Zondervan

Additional Works: To be verified

Focus Areas: Church planting, leadership training, kingdom expansion, missional movement

Professional Roles

- **Author:** Published author with Zondervan (best-selling church planting textbook)
- **Church Planter:** Has planted churches on three continents

- **CEO:** NewBreed Training (training for kingdom expansion)
- **Trainer:** Has catalyzed and trained thousands of leaders worldwide
- **Missionary/Church Planting Catalyst:** Extensive on-the-ground planting experience

Digital Presence Indicators

- **Organizational Website:** newbreedtraining.com (active)
- **Publisher Presence:** Zondervan author page (to be verified)
- **NAMB Affiliation:** Has served with North American Mission Board (to be verified)

Educational Background

- Specific degrees not identified in initial research
- Extensive practical experience in church planting across three continents
- Recognized expertise evidenced by published textbook and training role

Personal Information

- **Location:** United States (specific location to be verified)
- **International Experience:** Has planted churches and trained leaders across three continents
- **Family:** Not identified in initial research

Distinguishing Factors

- Strong alignment with Movemental's target audience (Christian movement thought leaders, church planters, missional practitioners)
- Published author with best-selling church planting textbook (Zondervan 2021)
- CEO of NewBreed Training (training organization for kingdom expansion)
- Extensive international experience (three continents)
- Has catalyzed and trained thousands of leaders worldwide
- On-the-ground church planting experience
- Denominational affiliation (NAMB)
- Focus on church planting as both art and science

Identity Verification Notes

- Multiple sources confirm identity as author, church planter, and CEO of NewBreed Training
- Clear alignment with Christian movement leadership context (church planting, kingdom expansion)
- Published author with recognized textbook ("Church Plantology")
- Established organizational presence (NewBreed Training)
- High confidence in identity match
- Strong practical credentials (three continents of planting experience)
- Recognition in church planting community (best-selling textbook, training thousands of leaders)

Potential Ambiguity

- Name “Peyton Jones” is relatively common, but context-specific searches (church planting, NewBreed Training, “Church Plantology”) clearly identify the correct individual
- Multiple distinguishing factors provide strong verification:
 - Specific book title (“Church Plantology”)
 - Organization name (NewBreed Training)
 - Role (CEO, church planter, author)
 - Publisher (Zondervan)
 - Denominational affiliation (NAMB)
- No significant ambiguity detected in initial research

Next Steps

- Continue with Phase 2: Digital Presence Discovery
- Verify NewBreed Training website structure and content
- Cross-reference book publication on Amazon, Goodreads, Zondervan site
- Explore social media presence
- Catalog video/podcast content
- Identify additional published works
- Verify NAMB affiliation details
- Discover speaking/teaching engagements

Movemental Analysis

Movemental-Specific Analysis: Peyton Jones

Research Date: January 4, 2026

Platform Gaps Assessment

Current Platform Limitations

Potential Limitations (to be verified):

- Training content may be limited to NewBreed Training platform
- Content may be scattered across platforms
- Limited personal brand platform (if NewBreed Training is primary)
- Potential discoverability limitations
- Content may not be interconnected

To Be Assessed:

- Current platform structure and limitations
- Platform fragmentation

- Ownership vs. rented platforms
- Revenue model gaps
- Analytics gaps

Platform Fragmentation

Potential Fragmentation:

- Book on publisher platform (Zondervan)
- Training organization on separate platform (NewBreed Training)
- Potential social media on various platforms
- Potential video/podcast on different platforms
- Content may not be unified

To Be Assessed:

- Extent of platform fragmentation
- Content distribution across platforms
- Unified platform opportunities

Platform Ownership

Current Ownership:

- NewBreed Training website (likely owned)
- Book on publisher platform (rented - Zondervan)
- Potential social media (rented platforms)

To Be Assessed:

- Owned vs. rented platform balance

- Platform control and ownership
- Migration and portability considerations

Revenue Model Gaps

Potential Gaps:

- Training revenue model (to be verified)
- Book revenue (through publisher)
- Potential subscription opportunities
- Course monetization opportunities
- Content monetization gaps

To Be Assessed:

- Current revenue models
- Potential revenue opportunities
- Platform revenue capabilities

Analytics Gaps

Potential Gaps:

- Limited analytics across fragmented platforms
- Inability to track content performance holistically
- Limited audience insights
- Content engagement tracking limitations

To Be Assessed:

- Current analytics capabilities

- Analytics gaps and limitations
- Unified analytics opportunities

Movemental Fit Analysis

Which Gaps Does Movemental Address?

Potential Movemental Solutions:

1. Unified Content Platform

- Movemental could provide unified platform for all content
- Book content, training materials, articles, videos in one place
- Addresses platform fragmentation

2. Content Interconnection

- Movemental's ecosystem approach could connect book to training to articles
- Content series development across forms
- Cross-referencing and interconnection

3. Discoverability

- Movemental's network effects could amplify discoverability
- SEO and indexing improvements
- Cross-content discovery

4. Content Repurposing

- Movemental could facilitate repurposing book → articles, training → courses

- Content form expansion
- Series development

5. Network Effects

- Movemental's network could connect Peyton Jones to other church planting leaders
- Cross-pollination of ideas
- Community engagement

6. Ownership and Control

- Movemental provides owned platform
- Content control and portability
- Brand consistency

What Would Meaningfully Change with Movemental?

Potential Changes:

1. Content Ecosystem

- Unified content platform
- Interconnected content pieces
- Content series development
- Ecosystem building

2. Discoverability

- Improved SEO and indexing
- Network effect amplification

- Cross-content discovery
- Increased visibility

3. Content Development

- Easier content repurposing
- Content form expansion
- Series development
- Ecosystem growth

4. Network Connection

- Connection to other church planting leaders
- Community engagement
- Cross-pollination
- Movement amplification

5. Analytics and Insights

- Unified analytics
- Content performance tracking
- Audience insights
- Engagement metrics

What Would Remain Entirely the Person's?

What Stays the Same:

1. Voice and Content

- Peyton Jones's unique voice and perspective
- Content ownership and control

- Theological positions and perspectives
- Teaching style and approach

2. Existing Content

- Published book remains as-is
- Existing training materials
- Current content forms
- Established relationships

3. Organizations and Partnerships

- NewBreed Training organization
- NAMB affiliation
- Zondervan publisher relationship
- Existing partnerships

4. Control and Decision-Making

- Content creation control
- Publishing decisions
- Training program control
- Strategic direction

How Would Network Effects Amplify Existing Content?

Potential Network Effects:

1. Cross-Discovery

- Church planting leaders discovering Peyton Jones's content

- Peyton Jones's audience discovering other leaders
- Cross-pollination of ideas
- Movement amplification

2. Content Interconnection

- Content connections across leaders
- Thematic connections
- Series development across network
- Ecosystem building

3. Community Engagement

- Community around church planting content
- Discussion and engagement
- Peer learning
- Network support

4. Movement Amplification

- Church planting movement visibility
- Collective impact
- Movement growth
- Kingdom expansion

Opportunity Identification

Content Repurposing Opportunities

Specific Opportunities:

1. Book → Articles

- “Church Plantology” chapters → article series
- Book topics → blog articles
- Textbook content → accessible articles
- Key concepts → standalone articles

2. Training → Courses

- Training sessions → structured courses
- Training materials → course content
- Leadership development → course series
- Church planting methodology → courses

3. Training → Podcast

- Training sessions → podcast episodes
- Leadership development → podcast series
- Church planting insights → podcast content

4. Speaking → Content

- Speaking engagements → articles
- Talks → video content
- Presentations → blog posts
- Insights → written content

Content Expansion Opportunities

Specific Opportunities:

1. Series Development

- Church planting methodology series
- Leadership development series
- Kingdom expansion series
- International church planting series

2. Content Form Expansion

- Video series from training
- Podcast series from speaking
- Article series from book
- Course series from training

3. Topic Expansion

- Expand book topics
- Develop training themes
- Explore experience insights
- Document case studies

Ecosystem Building Opportunities

Specific Opportunities:

1. Content Interconnection

- Connect book to training materials
- Link training to articles
- Connect experience to content
- Build content ecosystem

2. Series Development

- Develop content series
- Cross-reference content
- Build thematic connections
- Create content pathways

3. Platform Unification

- Unified content platform
- Consistent brand presence
- Content hub development
- Ecosystem building

Discovery Opportunities

Specific Opportunities:

1. SEO and Indexing

- Improve content discoverability
- Enhance search engine visibility
- Optimize content for discovery
- Increase indexing

2. Network Effects

- Leverage Movemental network
- Cross-content discovery
- Community engagement
- Movement amplification

3. Content Marketing

- Develop content marketing strategy
- Increase social sharing
- Enhance visibility
- Grow audience

Monetization Opportunities

Specific Opportunities:

1. Subscription Model

- Training content subscriptions
- Course access subscriptions
- Premium content subscriptions

2. Course Monetization

- Structured courses from training
- Leadership development courses
- Church planting methodology courses

3. Content Monetization

- Premium articles
- Exclusive content
- Member benefits

What We Will NOT Do

Explicit Boundaries

1. Content Control

- Movemental will not control content creation
- Peyton Jones maintains full content control
- No editorial control over content
- Content decisions remain with Peyton Jones

2. Theological Positions

- Movemental will not influence theological positions
- Peyton Jones's perspectives preserved
- No theological alignment requirements
- Diversity of perspectives welcomed

3. Existing Relationships

- NewBreed Training organization remains independent
- NAMB affiliation preserved
- Zondervan publisher relationship maintained
- Existing partnerships continue

4. Organizational Structure

- NewBreed Training remains separate organization
- No organizational changes required
- Independent operation maintained
- Partnership model, not replacement

5. Content Replacement

- Existing content not replaced
- Book remains with publisher
- Training organization continues
- Additive, not replacement

Summary

Movemental could significantly address platform fragmentation, content interconnection, discoverability, and network effects for Peyton Jones. The platform would provide unified content ecosystem, improved discoverability, content repurposing opportunities, and network amplification while preserving Peyton Jones's voice, content control, existing relationships, and organizational independence.

Key Movemental Opportunities:

- Unified content platform
- Content interconnection and ecosystem
- Improved discoverability and network effects
- Content repurposing and expansion
- Network connection and amplification

What Remains:

- Voice and content control
- Existing content and relationships
- Organizational independence
- Theological perspectives

- Strategic direction
-

Sources

Sources: Peyton Jones

Research Date: January 4, 2026

Search Queries Used

1. "Peyton Jones" Christian author pastor
2. "Peyton Jones" movement church planting
3. "Peyton Jones" missional
4. "Peyton Jones" "Church Plantology" NewBreed Training
5. "Peyton Jones" church planter author speaker
6. Peyton Jones NewBreed Training website
7. "Peyton Jones" books published
8. NewBreed Training church planting Peyton Jones
9. "Church Plantology" book Peyton Jones
10. site:newbreedtraining.com Peyton Jones
11. Peyton Jones church planter missional
12. "Peyton Jones" Zondervan Church Plantology

13. Peyton Jones church planter social media Twitter LinkedIn
14. “Peyton Jones” podcast video YouTube
15. “Peyton Jones” NAMB North American Mission Board

Primary Sources

Web Search Results

Source: Web search results (multiple queries) **Date:** January 4, 2026 **Content:**

- Identified Peyton Jones as author of “Church Plantology: The Art and Science of Planting Churches” (Zondervan 2021)
- Identified as CEO of NewBreed Training
- Identified as church planter with experience across three continents
- Identified as having trained thousands of leaders worldwide
- Identified as having served with NAMB (North American Mission Board)
- Described “Church Plantology” as best-selling church planting textbook

NewBreed Training Website

URL: newbreedtraining.com **Status:** Referenced in search results **Content:**

- Organizational website for NewBreed Training
- About page with Peyton Jones profile
- Training resources and content
- Church planting and leadership development focus

Note: Website structure and full content to be verified through direct access

Zondervan Publisher

Publisher: Zondervan **Status:** Confirmed as publisher **Content:**

- Published “Church Plantology: The Art and Science of Planting Churches” (2021)
- Author page to be verified

Note: Author page and book details to be verified through direct access

North American Mission Board (NAMB)

Organization: NAMB **Status:** Referenced in search results **Content:**

- Peyton Jones has served with NAMB
- Specific role and content to be verified

Note: NAMB affiliation details to be verified through direct access

Additional Sources to Verify

Publishing Platforms

- Amazon Author Page (to be verified)
- Goodreads Author Page (to be verified)
- Zondervan Author Page (to be verified)
- Book retailer pages (to be verified)

Social Media Platforms

- Twitter/X profile (to be verified)
- Facebook profile (to be verified)
- LinkedIn profile (to be verified)
- Instagram profile (to be verified)
- YouTube channel(s) (to be verified)

Content Platforms

- Personal website (if exists, to be verified)
- Blog platform (to be verified)
- Video platforms (YouTube, Vimeo, to be verified)
- Podcast platforms (Apple Podcasts, Spotify, to be verified)
- Course platforms (to be verified)
- Newsletter platforms (to be verified)

Institutional Sources

- NewBreed Training website (full content to be verified)
- NAMB website (affiliation details to be verified)
- Conference/speaking platforms (to be verified)
- Training program details (to be verified)

Research Limitations

Information Gaps

1. Limited Direct Access

- Research based on web search results
- Limited direct website access
- Social media profiles not directly accessed
- Content platforms not fully explored

2. Incomplete Verification

- Many sources marked “to be verified”
- Website structures not fully explored
- Content volumes not fully assessed
- Platform details not completely documented

3. Search Engine Limitations

- Web search results may not capture all content
- Some platforms may not be easily discoverable
- Recent content may not be indexed
- Private or gated content not accessible

Research Methodology

Approach:

- Multiple search queries across different contexts
- Cross-referencing of information

- Verification through multiple sources
- Documentation of findings and gaps

Confidence Level: High for identity verification, Medium for complete digital presence discovery

Next Steps for Complete Research

1. Direct Website Access

- Access NewBreed Training website directly
- Explore full website structure and content
- Document all content forms and volumes

2. Social Media Verification

- Identify and verify all social media profiles
- Document content volumes and engagement
- Assess social media presence

3. Content Platform Discovery

- Discover all video/podcast platforms
- Identify blog/article platforms
- Document course/training platforms
- Verify newsletter platforms

4. Publisher Platform Verification

- Verify Zondervan author page
- Check Amazon and Goodreads pages
- Document book details and reviews

5. Institutional Source Verification

- Verify NAMB affiliation details
- Check conference/speaking platforms
- Document training program details

Source Reliability

High Reliability Sources

- Web search results (multiple confirmations)
- Publisher information (Zondervan - established publisher)
- Organizational website (NewBreed Training - official)

Medium Reliability Sources

- Search result descriptions (may be incomplete)
- Third-party references (need verification)

Sources Requiring Verification

- Social media profiles
- Content platform details
- Institutional affiliations
- Speaking/teaching engagements
- Additional published works

Research Notes

- Initial research phase completed
- Identity verification: High confidence
- Digital presence discovery: Partial (requires further verification)
- Content analysis: Based on known information (requires expansion)
- Gap analysis: Preliminary (requires complete digital presence discovery)
- Movemental analysis: Based on known information (requires expansion)

Recommendation: Continue with direct website access and platform verification to complete digital presence discovery and content analysis phases.

Summary

Digital Reality Profile: Peyton Jones

Research Date: January 4, 2026

Confidence Level: High (Identity), Medium (Complete Digital Presence)

Executive Summary

Peyton Jones is a recognized church planter, author, and leadership trainer with extensive international experience. He is the CEO of NewBreed Training, an organization focused on training for kingdom expansion and church planting. Jones is the author of “Church Plantology: The Art and Science of Planting Churches” (Zondervan, 2021), described as a best-selling church planting textbook. He has planted churches across three continents and has catalyzed and trained thousands of leaders worldwide. Jones has also served with the North American Mission Board (NAMB), indicating denominational partnership and movement involvement.

Jones’s digital presence includes the NewBreed Training organizational website and his published work through Zondervan. The content ecosystem appears focused on church planting methodology, leadership training, and kingdom expansion, with emphasis on practical, field-tested approaches. While the book and training organization provide a solid foundation, opportunities exist for greater content interconnection, digital amplification of training content, and expanded content forms to capture the extensive embodied work (three continents of planting experience, training thousands of leaders).

Key Findings:

- Published author with best-selling church planting textbook (Zondervan, 2021)
- CEO of NewBreed Training (training for kingdom expansion)
- Extensive international experience (church planting across three continents)
- Has trained thousands of leaders worldwide
- Denominational affiliation (NAMB)
- Strong practical credentials and field experience

Primary Opportunities:

- Content repurposing (book chapters → articles, training → courses)
- Content expansion (video series, podcast, article series)
- Digital amplification of training content and speaking engagements
- Content interconnection and ecosystem building
- Improved discoverability and network effects

Movemental Fit: High - Strong alignment with Movemental’s target audience (church planters, missional practitioners, movement leaders). Opportunities for content repurposing, ecosystem building, network effects, and digital amplification of extensive embodied work.

Current Digital Presence

Website Presence

Primary Website: newbreedtraining.com (active, organizational website)

Organizational Websites:

- NewBreed Training (training for kingdom expansion, church planting, leadership development)

Publisher Presence: Zondervan (publisher of “Church Plantology”)

Denominational Presence: NAMB (North American Mission Board - has served with)

Content Distribution

Books: 1+ published book (“Church Plantology: The Art and Science of Planting Churches” - Zondervan, 2021)

Training Content: NewBreed Training materials and resources

Leadership Development: Has trained thousands of leaders worldwide

Church Planting Experience: On-the-ground planting across three continents

To Be Verified: Blog content, articles, video content, podcast content, social media presence, speaking engagement recordings, additional published works

Platform Distribution

Content distributed across:

- Organizational website (NewBreed Training)
- Publisher platform (Zondervan)
- Potential social media platforms (to be verified)
- Potential video/podcast platforms (to be verified)
- Denominational platforms (NAMB - to be verified)

Content Landscape

Content Forms

Books: 1+ published work (“Church Plantology” - comprehensive church planting textbook, 2021)

Training Resources: NewBreed Training materials and resources

Leadership Development: Extensive training activity (thousands of leaders trained)

To Be Verified: Blog content, articles, video content, podcast content, course content, newsletter content, social media content, speaking engagement recordings

Content Themes

Primary Themes:

1. Church Planting Methodology
2. Leadership Training & Development
3. Kingdom Expansion
4. Practical Church Planting
5. Church Planting as Art and Science

Theological Focus: Church planting, practical theology, kingdom expansion, missional movement

Movement Focus: Church planting movements, kingdom expansion, leadership multiplication, international church planting

Content Organization

Organizational Brand: NewBreed Training (training organization)

Book-Driven: “Church Plantology” as foundational content

Training-Focused: Leadership development and church planting training

To Be Assessed: Content interconnection, series development, ecosystem connectivity

Discoverability Assessment

To Be Assessed:

- SEO indicators (website optimization, search engine visibility)
- Content indexing (appears in search results?)
- Social sharing indicators
- Backlinks and references
- Domain authority indicators
- Cross-platform discoverability

Known: Book is described as “best-selling,” indicating some level of recognition and discoverability

Gap Analysis

Embodied Work vs. Digital Expression

Well Represented Digitally:

- Book content (“Church Plantology” - comprehensive textbook)
- Training organization (NewBreed Training website)
- Published author presence (Zondervan)

Potentially Underrepresented:

- Training session content (extent of digital training materials to be verified)
- Speaking/teaching engagements (recordings, transcripts to be verified)
- Church planting experience stories (to be verified)

- Leadership development insights (to be verified)
- International experience lessons (to be verified)
- Practical application examples (to be verified)

Key Gaps:

- Content form diversity (to be verified)
- Content interconnection (to be assessed)
- Digital amplification of training content (to be verified)
- Speaking engagement capture (to be verified)
- Experience documentation (to be verified)

Opportunities for Digital Amplification

Content Repurposing Opportunities:

- Book chapters → blog articles
- Book topics → video series
- Training sessions → course content
- Training sessions → podcast episodes
- Speaking engagements → articles/blog posts
- Speaking engagements → video content
- Church planting stories → case studies
- Leadership insights → article series

Content Expansion Opportunities:

- Expand book topics into series
- Develop training content into courses
- Create video series from training

- Develop podcast from speaking
- Write articles from experience
- Document case studies
- Create leadership development series
- Develop international church planting content

Ecosystem Building Opportunities:

- Connect book to training materials
- Link training to speaking content
- Connect experience to written content
- Build content series across forms
- Create interconnected content ecosystem
- Develop content hub or platform

Movemental Opportunities

What Movemental Would Change

Content Ecosystem:

- Unified content platform for all content forms
- Interconnected content pieces
- Content series development
- Ecosystem building

Discoverability:

- Improved SEO and indexing

- Network effect amplification
- Cross-content discovery
- Increased visibility

Content Development:

- Easier content repurposing
- Content form expansion
- Series development
- Ecosystem growth

Network Connection:

- Connection to other church planting leaders
- Community engagement
- Cross-pollination of ideas
- Movement amplification

Analytics and Insights:

- Unified analytics
- Content performance tracking
- Audience insights
- Engagement metrics

What Would Remain the Same

Voice and Content:

- Peyton Jones's unique voice and perspective
- Content ownership and control
- Theological positions and perspectives

- Teaching style and approach

Existing Content:

- Published book remains as-is
- Existing training materials
- Current content forms
- Established relationships

Organizations and Partnerships:

- NewBreed Training organization
- NAMB affiliation
- Zondervan publisher relationship
- Existing partnerships

Control and Decision-Making:

- Content creation control
- Publishing decisions
- Training program control
- Strategic direction

Network Effect Potential

Cross-Discovery:

- Church planting leaders discovering Peyton Jones's content
- Peyton Jones's audience discovering other leaders
- Cross-pollination of ideas
- Movement amplification

Content Interconnection:

- Content connections across leaders
- Thematic connections
- Series development across network
- Ecosystem building

Community Engagement:

- Community around church planting content
- Discussion and engagement
- Peer learning
- Network support

Movement Amplification:

- Church planting movement visibility
- Collective impact
- Movement growth
- Kingdom expansion

What We Will NOT Do

Explicit Boundaries

1. **Content Control:** Movemental will not control content creation. Peyton Jones maintains full content control, with no editorial control over content. Content decisions remain with Peyton Jones.

2. **Theological Positions:** Movemental will not influence theological positions. Peyton Jones's perspectives are preserved, with no theological alignment requirements. Diversity of perspectives is welcomed.
3. **Existing Relationships:** NewBreed Training organization remains independent. NAMB affiliation is preserved. Zondervan publisher relationship is maintained. Existing partnerships continue.
4. **Organizational Structure:** NewBreed Training remains a separate organization. No organizational changes are required. Independent operation is maintained. Partnership model, not replacement.
5. **Content Replacement:** Existing content is not replaced. Book remains with publisher. Training organization continues. Additive, not replacement.

Research conducted: January 4, 2026

Confidence Level: High (Identity), Medium (Complete Digital Presence)

Sources: See [sources.md](#)

Note: This research represents initial findings. Further verification and discovery recommended for complete digital presence assessment.
