

Digital Reality Profile: Brad Brisco

Research Date: January 4, 2026

Confidence Level: High

Executive Summary

Brad Brisco is a recognized thought leader in missional ecclesiology and church planting with over 20 years of experience. He currently serves as Director of Multiplication Strategies for the Send Network (North American Mission Board) and has co-authored five books on missional church and church planting. With 18+ years of college-level teaching experience and co-founding roles in Forge Kansas City and the Sentralized Conference, Brad has established a significant digital presence across multiple platforms.

His digital presence includes a personal website (missionalchurchnetwork.com), regular contributions to New Churches and ChurchLeaders.com, five co-authored books, and multiple podcast appearances. The content consistently focuses on missional ecclesiology, church planting strategies, and co-vocational ministry.

Key Findings:

- Strong alignment with Movemental's target audience (thought leader, author, teacher, practitioner)
- Content exists across multiple platforms (fragmentation opportunity)
- Extensive teaching and speaking content (repurposing opportunity)
- Limited direct monetization beyond book sales (revenue opportunity)
- Content may not be fully interconnected (ecosystem opportunity)

Primary Opportunities:

- Content aggregation in unified platform
- Content repurposing (teaching/speaking to articles/courses)
- Course development from teaching content
- Enhanced discoverability through network effects
- Additional revenue streams (subscriptions, courses, premium content)

Current Digital Presence

Website and Blogging

- **Primary Website:** missionalchurchnetwork.com (personal/professional website with blog and resources)
- **Blogger Profile:** blogger.com/profile/13260894325252150384
- **Article Platforms:** Regular contributor to New Churches (newchurches.com) and ChurchLeaders.com

Published Works

- **5 Co-Authored Books:**
 1. Missional Essentials (12-week small group curriculum)
 2. The Missional Quest: Becoming a Church of the Long Run
 3. Next Door As It Is In Heaven

- 4. ReThink: 9 Key Paradigm Shifts for Activating the Church
- 5. Covocation Church Planting
- **Availability:** Amazon, ChristianBook.com (print and digital)

Podcast Appearances

- **5+ Confirmed Episodes** across multiple podcasts:
 - Shifting Culture Podcast (Episode 225)
 - The Church Digital Podcast (Episode 251)
 - The H2 Leadership Podcast (Episode 058)
 - The Ephesiology Podcast (Episode 199)
 - Into the Harvest (mentioned)
- **Topics:** Future of church planting, digital ecclesiology, co-vocational ministry, bivocational ministry

Teaching and Training

- **18+ Years Teaching Experience:** College-level courses including History of Christianity, Religion in America, Life of Paul, Discipleship and Evangelism, Theology of Place, Launching Apostolic Movements, Worship
- **Forge Kansas City:** Co-founder of missional training center
- **Sentralized Conference:** Co-founder of conference in Kansas City

Professional Roles

- **Current:** Director of Multiplication Strategies, Send Network (North American Mission Board)
- **Previous:** Director of Bivocational Church Planting, NAMB
- **Experience:** 20+ years in church planting

Content Landscape

Content Forms

- **Articles/Blog Posts:** Regular contributions to multiple platforms
- **Books:** 5 co-authored books (print and digital)
- **Podcast Appearances:** 5+ confirmed episodes
- **Teaching Content:** 18+ years of college-level teaching
- **Conference Content:** Sentralized Conference co-founder
- **Training Content:** Forge Kansas City training center

Content Themes

- **Missional Ecclesiology:** Central theme across all content
- **Church Planting & Multiplication:** Strategic focus area
- **Co-Vocational Ministry:** Emerging emphasis
- **Digital Ecclesiology:** Recent exploration
- **Missional Living & Practice:** Practical application focus

Content Distribution

- **Personal Website:** missionalchurchnetwork.com

- **Article Platforms:** New Churches, ChurchLeaders.com
- **Book Platforms:** Amazon, ChristianBook.com
- **Podcast Platforms:** Multiple (Apple Podcasts, Spotify, Amazon Music, etc.)
- **Teaching:** College/University settings (may be behind institutional access)

Content Volume

- **Books:** 5 co-authored works
- **Articles:** Regular contributor (dozens to hundreds possible)
- **Podcast Appearances:** 5+ confirmed episodes
- **Teaching:** 18+ years, multiple courses
- **Conference:** Ongoing (Sentralized Conference)

Discoverability Assessment

Current Discoverability

- **Search Results:** Appears in search results for relevant queries
- **Platform Visibility:** Content visible on established platforms (New Churches, ChurchLeaders.com, Amazon)
- **Book Visibility:** Books listed on major platforms
- **Podcast Visibility:** Appears on multiple podcast platforms

Discoverability Gaps

- **Platform Fragmentation:** Content exists across multiple platforms, making comprehensive discovery challenging
- **SEO Optimization:** Personal website SEO not fully assessed
- **Content Aggregation:** Content may not be fully aggregated in one place
- **Cross-Platform Discovery:** Content discovery limited to individual platforms

Discoverability Opportunities

- **Unified Platform:** All content in one place for easier discovery
- **SEO Enhancement:** Optimize content for search discoverability
- **Network Effects:** Leverage network for content discovery
- **Content Interconnection:** Connect content for enhanced discoverability

Gap Analysis

Embodied Work vs. Digital Expression

What Exists in Embodied Work But Not Digitally

- **18+ Years of Teaching Content:** Extensive teaching content may not be fully digitized or accessible online
- **Speaking/Training Content:** Conference and training content may not be fully captured digitally
- **Strategic Leadership Content:** Strategic insights may not be fully captured in digital content

- **Community Engagement:** Direct engagement with students, trainees, conference attendees may not be fully represented digitally

What Digital Content Exists But Isn't Connected

- **Platform Fragmentation:** Content exists across multiple platforms but may not be fully connected
- **Format Fragmentation:** Content exists in multiple formats (books, articles, podcasts) but may not be fully interconnected
- **Theme Fragmentation:** Content exists around multiple themes but may not be fully connected

Content Repurposing Opportunities

- **Teaching to Articles:** 18+ years of teaching content could be repurposed into articles
- **Speaking to Articles:** Speaking engagements could be transcribed and published as articles
- **Articles to Courses:** Articles could be developed into structured courses
- **Podcast to Articles:** Podcast appearances could be repurposed into articles
- **Teaching to Courses:** Teaching content could be developed into digital courses

Content Expansion Opportunities

- **Series Development:** Content could be developed into structured series
- **Theme Expansion:** Themes could be expanded and developed further
- **Format Expansion:** Content could be expanded into additional formats (video, courses, etc.)

Connection and Ecosystem Gaps

- **Content Interconnection:** Content may not be fully interconnected across platforms and formats
- **Community Engagement:** Community engagement may be limited
- **Network Effects:** Network effects may not be fully leveraged

Movemental Opportunities

What Movemental Would Change

Content Organization

- **Current:** Content exists across multiple platforms
- **With Movemental:** All content in one unified platform
- **Change:** Centralized content hub for easier discovery and access

Content Interconnection

- **Current:** Content may not be fully interconnected
- **With Movemental:** Content designed for interconnection
- **Change:** Enhanced content relationships and cross-referencing

Content Repurposing

- **Current:** Content may not be fully repurposed across formats

- **With Movemental:** Platform designed for content repurposing
- **Change:** Enhanced content utilization across formats

Discoverability

- **Current:** Content may not be fully discoverable across platforms
- **With Movemental:** Platform designed for discoverability and network effects
- **Change:** Enhanced content discovery through unified platform and network

Revenue Model

- **Current:** Limited direct monetization (primarily books)
- **With Movemental:** Subscriptions, courses, premium content options
- **Change:** Additional revenue streams beyond book sales

Analytics

- **Current:** Platform-specific analytics
- **With Movemental:** Unified analytics across all content
- **Change:** Comprehensive performance insights

What Would Remain the Same

Content Ownership and Control

- **Remains:** All content remains Brad's ownership and control
- **Preserved:** Content ownership, voice, and style

Theological Positions

- **Remains:** All theological positions preserved
- **Preserved:** Theological integrity and positioning

Existing Content

- **Remains:** All existing content stays as-is
- **Preserved:** Content integrity and existing platforms

Relationships and Networks

- **Remains:** All relationships and networks remain intact
- **Preserved:** Network integrity, institutional affiliations, professional relationships

Teaching and Speaking

- **Remains:** All teaching and speaking engagements continue
- **Preserved:** Professional activities and commitments

Books

- **Remains:** All books continue to be published and sold through existing channels
- **Preserved:** Book publishing and distribution

Specific Opportunities for Brad Brisco

High-Priority Opportunities

1. **Content Aggregation:** Aggregate all content (articles, books, podcasts, teaching) in one unified platform
2. **Content Repurposing:** Repurpose 18+ years of teaching content into articles and courses
3. **Course Development:** Develop teaching content into structured digital courses
4. **Content Interconnection:** Interconnect content across platforms and formats for enhanced discoverability
5. **Discoverability Enhancement:** Enhance discoverability through SEO optimization and network effects

Medium-Priority Opportunities

1. **Subscription Model:** Develop subscription model for premium content and courses
2. **Community Engagement:** Enhance community engagement through unified platform
3. **Video Content:** Develop video content from teaching and speaking engagements
4. **Newsletter:** Develop newsletter for regular communication with audience
5. **Analytics Enhancement:** Enhance analytics through unified platform for comprehensive insights

Network Effect Potential

Content Amplification

- **Potential:** High - content could reach broader audience through network effects
- **Mechanism:** Network connections could amplify content discovery and engagement

Content Discovery

- **Potential:** High - content could be discovered through network connections
- **Mechanism:** Network effects could enhance content discoverability

Content Cross-Pollination

- **Potential:** High - content could benefit from network cross-pollination
- **Mechanism:** Network connections could enable content cross-pollination

What We Will NOT Do

Content Ownership

- **Will NOT:** Change content ownership or control
- **Preserved:** All content remains Brad's ownership and control

Voice and Style

- **Will NOT:** Change content voice or style

- **Preserved:** All content remains Brad's authentic voice and style

Theological Positions

- **Will NOT:** Change or judge theological positions
- **Preserved:** All theological positions preserved and respected

Existing Content

- **Will NOT:** Replace or remove existing content
- **Preserved:** All existing content stays as-is on existing platforms

Relationships and Networks

- **Will NOT:** Disrupt existing relationships or networks
- **Preserved:** All relationships and networks remain intact

Teaching and Speaking

- **Will NOT:** Replace teaching or speaking engagements
- **Preserved:** All teaching and speaking engagements continue

Books

- **Will NOT:** Replace book publishing or distribution
- **Preserved:** All books continue through existing channels

Institutional Affiliations

- **Will NOT:** Disrupt institutional affiliations
- **Preserved:** All institutional affiliations continue

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Sources: See sources.md