

# Cam Roxburgh - Research Packet

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**Generated:** January 4, 2026

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## Recognition Reflection

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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 engage mission in local contexts and equip leaders for effective contextual leadership. You lead, write, and form leaders in missional church, neighborhood engagement, and leadership development.

I see your work at Forge Canada, where you serve as National Director equipping churches for mission in local contexts, and at Southside Community Church in Burnaby, British Columbia, where you serve as Team Leader and co-founded in 1992. Your role as Vice President for Missional Initiatives with North American Baptists, your facilitation of The Missional Network's Leaders Table initiative, your Doctor of Ministry degree, and your 30-plus years of pastoral ministry experience, are anchored through your organizational platforms.

I notice you return to the connection between mission and context: how local engagement shapes missional practice, how neighborhood work forms disciples, how leadership development enables multiplication. Your work exists in church services where you teach, across your organizational platforms, at conferences

where you speak, through Forge Canada where you direct, at Southside Community Church where you lead, in The Missional Network where you facilitate.

What tends to get lost is continuity. Teaching insights may not become articles beyond what you already write. Conference talks may not become accessible content. Training materials may not connect clearly to your written 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 pastors and movement leaders simply don't have. The tools required teams. The costs were significant. The trade-offs were real. This fragmentation was understandable—it was a reasonable response to historical constraints.

Something has changed. It is now possible to support practitioners like you—to gather your teaching, connect it to your writing, and make it discoverable—without demanding more systems, more teams, or more time. New capabilities exist that can honor what you've built while making it work differently. Movemental exists because of this change. Not as another platform to manage, but as a response to a new possibility.

Would you like to see what changes when teaching, writing, and practice are gathered and connected? Or would you prefer to correct anything I got wrong?

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## Content Analysis

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# Content Analysis & Synthesis:

# Cam Roxburgh

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**Research Date:** January 4, 2026

## Content Thematic Analysis

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### Primary Themes

Based on institutional roles, leadership positions, and identified content, Cam Roxburgh's content focuses on:

#### 1. Missional Church & Neighborhood Engagement

- Focus on helping churches engage with local communities
- "The Neighbourhood Project" leadership
- Emphasis on recognizing and participating in God's work within local communities
- Practices of being present with neighbors, listening, discerning God's activity

#### 2. Church Planting & Multiplication

- Co-founded Southside Community Church (1992) with vision to plant churches that impact immediate neighborhoods
- 30+ years of church planting experience
- Focus on multiplying missional Christian communities
- Emphasis on neighborhood impact over large-scale growth

### 3. Leadership Development & Equipping

- Facilitator for The Missional Network Leaders Table
- Equipping church leaders to lead effectively in their contexts
- Resources and insights for contextual leadership
- Forge Canada focus on equipping churches for mission

### 4. Local Context & Mission

- Emphasis on local contexts rather than distant attraction
- Joining Jesus on mission within neighborhoods
- Community transformation through local engagement
- Practical approaches to missional living

### 5. Missional Initiatives & Movement Building

- Vice President for Missional Initiatives (North American Baptists)
- National Director for Forge Canada
- Building movements that equip churches for mission
- Network leadership and development

## Theological Focus Areas

- **Missional Theology:** Emphasis on being sent into the world, joining Jesus on mission
- **Local Context:** Focus on neighborhood and community engagement
- **Church Multiplication:** Emphasis on reproducing missional communities
- **Leadership Development:** Equipping leaders for contextual ministry
- **Practical Application:** Accessible, practitioner-focused content

## Movement Focus

- **Church Planting:** Core focus through Southside Community Church and Forge Canada
- **Missional Movement:** Churches engaging their local neighborhoods
- **Leadership Development:** Equipping leaders through Leaders Table and Forge Canada
- **Neighborhood Engagement:** The Neighbourhood Project and local mission focus

## Recurring Topics

- Neighborhood engagement and local mission
- Church planting and multiplication
- Missional community development
- Leadership development and equipping
- Local context and contextual ministry
- Joining Jesus on mission
- Community transformation
- Practical missional practices

## Content Organization Analysis

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### Institutional Content Distribution

#### Forge Canada:

- National director role suggests extensive resources

- Focus on equipping churches for mission
- Training materials and resources (to be verified)
- Likely organized by: topics, resources, training programs

#### **Southside Community Church:**

- 30+ years of ministry (founded 1992)
- Multiplied missional communities focus
- Likely organized by: sermon series, teaching topics, community resources
- Neighborhood engagement focus

#### **The Missional Network:**

- Leaders Table facilitator role
- Leadership development resources
- Organized by: leadership topics, resources, gatherings
- Contextual leadership focus

#### **North American Baptists:**

- Vice President for Missional Initiatives
- Denomination-wide resources
- Video content (NAB family videos)
- Organized by: initiatives, resources, video content

## **Content Strategy Assessment**

#### **Strengths:**

- Strong institutional backing across multiple platforms
- Clear focus on missional practice and neighborhood engagement
- Leadership development emphasis

- 30+ years of practical experience
- Multiple content distribution channels

### **Organization Patterns:**

- Institutional-based content distribution
- Resource-focused approach (training, equipping, leadership development)
- Practical/practitioner-oriented content
- Movement-building focus

## **Content Interconnection**

- Content appears distributed across institutional platforms
- Connections between Forge Canada, The Missional Network, and NAB initiatives
- The Neighbourhood Project connects neighborhood engagement themes
- Leadership development content connects across platforms
- Potential for stronger personal content hub (not clearly identified)

# **Voice & Style Analysis**

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## **Writing Style**

Based on identified content (interview/article, video content):

- **Practical/Practitioner-Oriented:** Focus on practical application and real-world ministry
- **Accessible:** Content appears accessible to practitioners
- **Reflective:** Interview content shows reflection on 30-year journey

- **Community-Focused:** Emphasis on community and neighborhood engagement

## Tone and Approach

- **Encouraging:** Supporting churches and leaders in mission
- **Experiential:** Drawing from 30+ years of practical experience
- **Contextual:** Emphasis on local context and specific situations
- **Movement-Oriented:** Focus on building movements and equipping others

## Theological Positioning

- **Missional:** Clear missional theology orientation
- **Ecumenical:** NAB affiliation suggests broader Christian engagement
- **Practitioner-Focused:** Practical application over theoretical
- **Community-Engaged:** Emphasis on local community engagement

## Audience Level

- **Practitioner:** Content targets church leaders and practitioners
- **Movement Leaders:** Resources for those building movements
- **Church Planters:** Equipping those planting churches
- **Local Leaders:** Neighborhood engagement focus



# Discoverability Assessment

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## SEO Indicators

### Institutional Websites:

- Forge Canada website (to be verified for SEO optimization)
- Southside Community Church website (to be verified)
- The Missional Network ([themissionalnetwork.com](http://themissionalnetwork.com)) - active site
- North American Baptists ([nabconference.org](http://nabconference.org)) - active site

### To Be Assessed:

- Personal website SEO (if exists)
- Meta descriptions and title tags
- URL structure and depth
- Internal linking strategy
- Content tagging and categorization

## Content Indexing

### Likely Well-Indexed:

- The Missional Network ([themissionalnetwork.com](http://themissionalnetwork.com))
- North American Baptists ([nabconference.org](http://nabconference.org))
- The Neighbourhood Church profile page
- Church Planting at CBWC blog article

### Search Visibility:

- Name searches likely return results (institutional affiliations, profile pages)

- Institutional content searchable
- Leadership roles provide visibility
- Conference/speaking engagements provide visibility

## Social Sharing Indicators

### To Be Verified:

- Social media presence and engagement
- Social sharing buttons on institutional websites
- Social media links and integration
- Content sharing patterns

## Ecosystem Analysis

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### Content Ecosystem

#### Institutional Network:

- Strong network of institutional platforms (Forge Canada, Southside Community Church, NAB, The Missional Network)
- Resources distributed across platforms
- Leadership development content connects platforms
- Movement-building focus creates ecosystem

#### Content Relationships:

- Forge Canada resources connect to church planting and mission
- The Missional Network Leaders Table connects to leadership development

- The Neighbourhood Project connects to neighborhood engagement
- NAB initiatives connect to missional movement

### **Community Engagement:**

- 30+ years of community engagement (Southside Community Church)
- The Neighbourhood Project suggests active community engagement
- Movement leadership suggests network engagement
- Leadership development suggests community of leaders

## **Content Gaps**

### **Potential Gaps Identified:**

- Personal content hub not clearly identified
- Published books not identified
- Personal blog not identified
- Social media presence not verified
- Content interconnection could be strengthened
- Content repurposing opportunities (30+ years of sermons/talks to articles/books)

## **Content Analysis Notes**

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### **Strengths**

- Strong institutional backing and distribution channels
- Clear thematic focus (missional, neighborhood engagement, leadership development)

- 30+ years of practical experience and content creation
- Multiple platforms for content distribution
- Movement-building focus creates network effects
- Practical/practitioner-oriented approach

## Opportunities

- Potential to develop personal content hub
- Opportunities to repurpose 30+ years of sermons/talks
- Book publication potential (30+ years of experience, DMin degree)
- Content series development around core themes
- Strengthened content interconnection across platforms
- Expanded content forms (books, courses, newsletters, podcasts)

## Limitations

- Personal content hub not clearly identified
- Published works not identified in initial research
- Social media presence not verified
- Content volume to be assessed through direct platform access
- Some content may be behind institutional platforms (less discoverable)

## Next Steps

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1. Analyze content volume on institutional platforms (sermons, resources, articles)
2. Verify personal website/blog presence

3. Catalog available content across platforms
  4. Identify content series and themes
  5. Assess content repurposing opportunities
  6. Evaluate content discoverability and SEO
  7. Identify content gaps and opportunities
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## Digital Presence Discovery

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# Digital Presence Discovery: Cam Roxburgh

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**Research Date:** January 4, 2026

## Website Presence

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### Institutional Websites

- **Forge Canada** ([forgecanada.ca](https://forgecanada.ca) - to be verified)
  - Status: Active organization
  - Purpose: Equipping churches for mission in local contexts
  - Cam Roxburgh listed as National Director

- Likely contains resources, training materials, network information
- **Southside Community Church** (website URL to be verified)
  - Status: Active church (founded 1992)
  - Purpose: Church website, resources, community information
  - Cam Roxburgh listed as Team Leader (co-founder)
  - Likely contains sermons, teaching content, church resources
- **The Missional Network** ([themissionalnetwork.com](http://themissionalnetwork.com))
  - Status: Active
  - Purpose: Leadership development and resource network
  - Cam Roxburgh listed as facilitator for Leaders Table initiative
  - Contains leadership resources and insights
- **North American Baptists** ([nabconference.org](http://nabconference.org))
  - Status: Active
  - Purpose: Denomination website, conference resources
  - Cam Roxburgh listed as Vice President for Missional Initiatives
  - Contains video content (NAB family videos)

## Profile Pages

- **The Neighbourhood Church** ([theneighbourhoodchurch.net/people/cam-roxburgh](http://theneighbourhoodchurch.net/people/cam-roxburgh))
  - Status: Active
  - Purpose: Person profile page
  - Contains biographical information and role descriptions

## Blog/Article Presence

- **Church Planting at CBWC** ([churchplantingatcbwc.wordpress.com](https://churchplantingatcbwc.wordpress.com))
  - Status: Active blog
  - Purpose: Church planting and missional community resources
  - Contains article/interview with Cam Roxburgh (July 2022) reflecting on 30-year journey of Southside Community Church

## Personal Website

- **Personal Website/Blog:** Not identified in initial research
  - To be verified: Personal domain ([camroxburgh.com](https://camroxburgh.com), [camroxburgh.org](https://camroxburgh.org), etc.)
  - To be verified: Personal blog presence

## Social Media Platforms

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### Confirmed Presence

- **To Be Verified:** Twitter/X, Facebook, LinkedIn, Instagram, YouTube

### To Be Discovered

- Social media profiles and engagement
- Personal vs. institutional accounts
- Content volume and frequency

# Publishing Platforms

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## Books

- **Published Books:** None identified in initial research
- **Amazon Author Page:** To be verified
- **Goodreads:** To be verified
- **Publisher Websites:** To be verified

## Articles/Blog Posts

- Article/interview on Church Planting at CBWC blog (July 2022)
- Potential articles through Forge Canada, The Missional Network
- To be verified: Personal blog posts, guest articles

# Video Platforms

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## Confirmed Presence

- **North American Baptists:** Video content (NAB family video series)
  - Video messages to NAB family
  - Available on [nabconference.org](http://nabconference.org)

## To Be Verified

- **YouTube:** Personal or institutional channels
- **Vimeo:** Personal or institutional channels



- Conference talks and presentations
- Teaching/sermon videos from Southside Community Church
- Forge Canada video content
- The Missional Network video content

## Audio Platforms

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### To Be Verified

- **Podcasts:** As host or guest appearances
- **Apple Podcasts:** To be verified
- **Spotify:** To be verified
- **Other Platforms:** To be verified
- Sermon audio from Southside Community Church

## Course/Learning Platforms

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### To Be Verified

- **Forge Canada:** Training materials, courses, resources
- **The Missional Network Leaders Table:** Course materials, resources
- **Teachable/Thinkific:** Personal or institutional courses
- **Institutional LMS:** Training platforms

# Newsletter Platforms

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## To Be Verified

- **Mailchimp/ConvertKit/Substack:** Personal or institutional newsletters
- **Forge Canada:** Newsletter presence
- **The Missional Network:** Newsletter presence

## Content Forms Discovered

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## Video Content

- NAB Conference video messages
- Conference talks and presentations (to be verified)

## Articles/Blog Posts

- Interview/article on Church Planting at CBWC blog (July 2022)
- Potential articles through institutional platforms (to be verified)

## Leadership Resources

- The Missional Network Leaders Table resources
- Forge Canada training materials (to be verified)
- The Neighbourhood Project resources (to be verified)

## To Be Discovered

- Sermons/talks (audio, video, transcripts) - likely on Southside Community Church website
- Conference talks/presentations - through various platforms
- Books/publications
- Podcasts (as host or guest)
- Courses/training materials
- Newsletter content
- Social media content volume

## Platform Distribution

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### Confirmed Platforms

1. The Missional Network ([themissionalnetwork.com](http://themissionalnetwork.com)) - Leaders Table facilitator
2. North American Baptists ([nabconference.org](http://nabconference.org)) - Video content
3. The Neighbourhood Church ([theneighbourhoodchurch.net](http://theneighbourhoodchurch.net)) - Profile page
4. Church Planting at CBWC blog - Article/interview

### Platforms to Verify

- Personal website/blog
- Forge Canada website and resources
- Southside Community Church website and resources
- Social media platforms (Twitter/X, Facebook, LinkedIn, Instagram, YouTube)
- Video platforms (YouTube, Vimeo - personal or institutional)

- Audio platforms (Podcasts - Apple Podcasts, Spotify)
- Course platforms (Teachable, Thinkific, institutional LMS)
- Newsletter platforms (Mailchimp, ConvertKit, Substack)
- Publishing platforms (Amazon, Goodreads, publisher websites)
- The Neighbourhood Project specific resources/platforms

## Content Volume Assessment

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### Known Content

- **Video Content:** NAB Conference videos (verified)
- **Articles:** At least one interview/article on Church Planting at CBWC blog (July 2022)
- **Leadership Resources:** The Missional Network Leaders Table resources
- **Institutional Content:**
  - Forge Canada resources (to be verified)
  - Southside Community Church sermons/teaching (to be verified - 30+ years of content potential)
  - The Neighbourhood Project resources (to be verified)

### To Be Assessed

- Number of published articles/blog posts
- Number of sermon/talk series (30+ years at Southside Community Church)
- Video content volume (conference talks, teaching videos)
- Podcast episodes (as host or guest appearances)
- Content frequency/recency

- Newsletter subscription base (if applicable)
- Social media engagement metrics
- Book publications
- Course/training materials

## Content Discovery Notes

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### Institutional Content Distribution

- **Forge Canada:** National director role suggests extensive resources and content
- **Southside Community Church:** 30+ years of ministry (founded 1992) suggests extensive teaching/sermon library
- **The Missional Network:** Leaders Table facilitator role suggests leadership development content
- **North American Baptists:** Vice President role suggests denomination-wide resources and content

### Content Ecosystem

- Strong institutional backing (Forge Canada, Southside Community Church, NAB, The Missional Network)
- Multiple content distribution channels
- Leadership development focus (Leaders Table)
- Missional/neighborhood engagement focus (The Neighbourhood Project)
- 30+ years of ministry experience suggests substantial embodied content

## Potential Content Gaps

- Personal website/blog not identified
- Published books not identified
- Social media presence not verified
- Personal content hub not clearly identified

## Discovery Status

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**Status:** Initial discovery complete, deeper investigation needed

**Confidence:** Medium-High (institutional platforms identified, personal presence to be verified)

## Next Steps

1. Verify and access Forge Canada website and resources
2. Verify and access Southside Community Church website and sermon/teaching library
3. Search for personal website/blog ([camroxburgh.com](http://camroxburgh.com), [camroxburgh.org](http://camroxburgh.org), etc.)
4. Search for YouTube channel(s) - personal or institutional
5. Search for podcast appearances or hosting
6. Verify book publications (Amazon, Goodreads, publisher sites)
7. Check for newsletter presence (Mailchimp, ConvertKit, Substack)
8. Identify The Neighbourhood Project specific resources and platforms
9. Verify social media profiles (Twitter/X, Facebook, LinkedIn, Instagram)
10. Catalog conference talks and presentations
11. Assess content volume on institutional platforms

12. Identify any course or training materials

## Notes

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- Strong institutional presence across multiple platforms
  - National director role (Forge Canada) suggests significant content creation potential
  - 30+ years of ministry (Southside Community Church) suggests extensive teaching/sermon content
  - Leadership development focus (Leaders Table, The Missional Network) suggests training/equipping content
  - Personal content hub not clearly identified - may rely primarily on institutional platforms
  - Denomination leadership role (NAB) provides additional platform for content distribution
  - Focus on neighborhood engagement and missional practice suggests practical, practitioner-focused content
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## Gap Analysis

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# Gap Analysis: Cam Roxburgh

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**Research Date:** January 4, 2026

# Embodied Work Indicators

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## Teaching/Speaking Engagements

- **30+ Years of Pastoral Ministry:** Team Leader at Southside Community Church (founded 1992)
  - Extensive sermon/teaching library (30+ years)
  - Regular weekly teaching and preaching
  - Multiple sermon series over decades
- **Conference Speaking:**
  - NAB Conference speaker (video content verified)
  - Conference talks and presentations (to be verified)
  - Speaking at church planting and missional conferences
- **Leadership Development:**
  - Facilitator for The Missional Network Leaders Table
  - Regular leadership training and equipping
  - Resources and insights for contextual leadership

## Pastoral/Ministry Roles

- **Team Leader:** Southside Community Church (30+ years, co-founder)
  - Ongoing pastoral leadership
  - Community engagement and ministry
  - Church planting and multiplication (vision to plant churches)
- **National Director:** Forge Canada



- National leadership role
- Equipping churches for mission
- Movement leadership and development
- **Vice President for Missional Initiatives:** North American Baptists
  - Denomination-wide leadership
  - Missional movement development
  - Initiative leadership

## Institutional Affiliations

- **Forge Canada:** National Director role
- **Southside Community Church:** Co-founder and Team Leader (30+ years)
- **North American Baptists:** Vice President for Missional Initiatives
- **The Missional Network:** Leaders Table facilitator

## Movement/Network Participation

- **Forge Canada:** National movement leadership
- **The Missional Network:** Leadership development network
- **North American Baptists:** Denomination-wide network
- **Church Planting Movement:** 30+ years of church planting and multiplication

## Established Reputation/Recognition

- **30+ Years of Ministry:** Established track record (founded 1992)
- **National Leadership:** Forge Canada National Director

- **Denomination Leadership:** NAB Vice President for Missional Initiatives
- **Movement Leadership:** Recognized missional leader in Canada
- **Doctoral Degree:** DMin degree indicates advanced training and expertise

## Published Works (Embodied)

- **Books:** None identified in initial research
- **Note:** 30+ years of experience and DMin degree suggest book publication potential

## Digital Expression Analysis

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### How Much of Embodied Work is Represented Digitally?

#### Well Represented Digitally:

- Leadership roles (Forge Canada, NAB, The Missional Network) - institutional websites
- Video content (NAB Conference videos) - verified
- Leadership development resources (Leaders Table) - The Missional Network
- Profile pages (The Neighbourhood Church) - biographical information
- Article/interview (Church Planting at CBWC blog) - 30-year reflection

#### Partially Represented (to be verified):

- Sermons/teaching from Southside Community Church (30+ years potential)
- Conference talks and presentations
- Forge Canada resources and training materials

- The Neighbourhood Project resources
- Leadership development content and resources

### **Potentially Underrepresented:**

- 30+ years of sermons/talks not fully accessible/digitized
- Teaching insights not captured in written form
- Leadership development insights not fully developed in content
- Neighborhood engagement practices not fully documented
- Church planting experience not fully captured in published content
- Movement leadership insights not fully developed in content
- Book publication potential not yet realized

## **Content Forms Available Digitally**

### **Available:**

- Video content (NAB Conference videos)
- Articles/interviews (Church Planting at CBWC blog)
- Leadership resources (The Missional Network Leaders Table)
- Institutional websites (Forge Canada, NAB, The Missional Network)

### **To Be Verified:**

- Sermon/teaching content (Southside Community Church website)
- Conference talks and presentations
- Forge Canada training materials
- The Neighbourhood Project resources
- Social media content
- Newsletter content

- Course/training materials
- Podcast appearances

### **Not Identified:**

- Personal website/blog
- Published books
- Personal content hub

## **Content Repurposing Status**

### **Current State:**

- Content appears distributed across institutional platforms
- Limited evidence of content repurposing (30+ years of sermons to articles/books)
- Leadership development content may not be fully developed into standalone resources
- Conference talks may not be transcribed/published

### **Opportunities:**

- 30+ years of sermons/talks could be repurposed into articles, series, or books
- Conference talks could be transcribed and published
- Leadership development insights could be developed into resources/courses
- Neighborhood engagement practices could be documented and published
- Movement leadership insights could be developed into content

# Gap Identification

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## Primary Gaps Identified

### 1. Content Repurposing Gaps

- 30+ years of sermons/talks not repurposed into articles, series, or books
- Conference talks not transcribed and published
- Leadership development insights not fully developed into standalone resources
- Teaching insights not captured in written/published form

### 2. Content Hub Gaps

- Personal website/blog not clearly identified
- Personal content hub not established
- Content distributed across institutional platforms (less centralized)
- Limited personal brand presence online

### 3. Publication Gaps

- No published books identified (despite 30+ years of experience and DMin degree)
- Limited published articles identified (one interview/article found)
- Leadership insights not fully developed into published content
- Neighborhood engagement practices not fully documented in publications

### 4. Content Interconnection Gaps

- Content appears isolated across institutional platforms

- Limited evidence of content cross-referencing
- Content series not clearly developed
- Themes not fully interconnected across platforms

## **5. Discoverability Gaps**

- Personal content hub not clearly discoverable
- Content distributed across platforms (less discoverable)
- Limited personal brand SEO
- Content may be behind institutional platforms (less accessible)

## **6. Content Form Gaps**

- Books not published (despite significant experience)
- Personal blog not identified
- Newsletter presence not verified
- Podcast presence not verified
- Course materials not fully verified

# **Connection Gaps**

## **Isolated Content:**

- Content distributed across institutional platforms (Forge Canada, NAB, The Missional Network, Southside Community Church)
- Limited evidence of content interconnection
- Content pieces may not reference each other
- Themes not fully developed across platforms

## **Opportunities for Connection:**

- Connect leadership development content across platforms

- Develop content series around core themes (missional, neighborhood engagement, church planting)
- Link sermons/teaching to articles/resources
- Connect conference talks to resources
- Build comprehensive content ecosystem

## **Content Development Opportunities**

### **Repurposing Opportunities:**

- 30+ years of sermons/talks → Articles, series, books
- Conference talks → Transcribed articles, resources
- Leadership development insights → Courses, resources, books
- Neighborhood engagement practices → Guides, articles, books
- Movement leadership insights → Resources, courses, books

### **Expansion Opportunities:**

- Develop book publications (30+ years of experience, DMin degree)
- Create personal content hub (website/blog)
- Develop content series around core themes
- Expand content forms (courses, newsletters, podcasts)
- Build comprehensive content ecosystem

# Gap Analysis Summary

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## Embodied Work vs. Digital Expression

### Strong Embodied Work:

- 30+ years of pastoral ministry (Southside Community Church)
- National leadership role (Forge Canada)
- Denomination leadership (NAB)
- Movement leadership (The Missional Network)
- Extensive teaching/speaking experience
- Advanced education (DMin degree)

### Digital Expression Status:

- Strong institutional presence (multiple platforms)
- Limited personal content hub
- Content distributed across platforms
- Limited evidence of content repurposing
- No published books identified
- Limited published articles identified

**Primary Gap:** The significant embodied work (30+ years of ministry, national/d Denomination leadership, extensive teaching/speaking) is not fully represented in digital content, particularly in published form (books, articles) or in a centralized personal content hub.



# Opportunities for Digital Amplification

1. **Develop Personal Content Hub:** Create personal website/blog to centralize content
2. **Repurpose Existing Content:** Transform 30+ years of sermons/talks into articles, series, books
3. **Publish Books:** Leverage 30+ years of experience and DMin degree for book publication
4. **Develop Content Series:** Create series around core themes (missional, neighborhood engagement, leadership development)
5. **Expand Content Forms:** Develop courses, newsletters, podcasts, books
6. **Interconnect Content:** Link content across platforms and create content journeys
7. **Improve Discoverability:** Centralize content and improve SEO/personal brand presence

## Next Steps

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1. Verify content availability on institutional platforms
2. Assess content volume and repurposing opportunities
3. Identify content development priorities
4. Evaluate content hub development opportunities
5. Assess publication opportunities (books, articles, resources)

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## Identity Verification

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# Identity Verification: Cam Roxburgh

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**Research Date:** January 4, 2026

**Confidence Level:** High

## Primary Identity

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**Full Name:** Dr. Cam Roxburgh

**Primary Role:** National Director, Forge Canada / Team Leader, Southside Community Church

**Location:** Surrey, British Columbia, Canada

## Institutional Affiliations

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### 1. Forge Canada

- Role: National Director
- Type: Organization focused on equipping churches for mission in local contexts
- Location: Canada (national organization)

## 2. Southside Community Church

- Role: Team Leader (co-founder)
- Type: Missional Christian community
- Location: Burnaby, British Columbia (Edmonds area)
- Founded: 1992

## 3. North American Baptists

- Role: Vice President for Missional Initiatives
- Type: Denomination/ministry network
- Location: North America

## 4. The Missional Network

- Role: Facilitator for Leaders Table initiative
- Type: Leadership development and resource network
- Focus: Equipping church leaders for effective contextual leadership

# Published Works

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**Books:** No published books identified in initial research

**Note:** Research focused on digital presence discovery; book publication status to be verified

# Professional Roles

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- **National Director:** Forge Canada - Equipping churches for mission in local contexts

- **Team Leader:** Southside Community Church - Co-founded in 1992, currently serving as Team Leader
- **Vice President for Missional Initiatives:** North American Baptists
- **Facilitator:** The Missional Network Leaders Table - Leadership development program
- **Speaker:** Conference and event speaker (verified through NAB Conference videos)

## Digital Presence Indicators

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- **Institutional Websites:**
  - Forge Canada website ([forgecanada.ca](http://forgecanada.ca) - to be verified)
  - Southside Community Church website (to be verified)
  - The Missional Network ([themissionalnetwork.com](http://themissionalnetwork.com))
  - North American Baptists ([nabconference.org](http://nabconference.org))
- **Profile Pages:**
  - The Neighbourhood Church profile ([theneighbourhoodchurch.net](http://theneighbourhoodchurch.net))
- **Video Content:** NAB Conference videos
- **Blog/Articles:** Church Planting at CBWC blog ([churchplantingatcbwc.wordpress.com](http://churchplantingatcbwc.wordpress.com))

## Educational Background

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- **Doctor of Ministry (DMin):** Degree confirmed in research

## Personal Information

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- **Location:** Surrey, British Columbia, Canada
- **Family:** Married to Shelley; four children

## Distinguishing Factors

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- Strong alignment with Movemental's target audience (Christian movement thought leaders, church planters, missional leaders)
- Established leadership in missional church movement in Canada
- National director role in Forge Canada (significant movement leadership)
- 30+ years of church planting and missional community experience (founded 1992)
- Denomination leadership role (Vice President for Missional Initiatives, NAB)
- Focus on neighborhood engagement and local mission
- Involvement in leadership development (Leaders Table facilitator)
- "The Neighbourhood Project" leadership

## Identity Verification Notes

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- Multiple sources confirm identity as pastor, movement leader, and missional church leader
- Clear alignment with Christian movement leadership context
- Established leadership in Canadian missional movement
- High confidence in identity match

- Consistent information across multiple sources (The Missional Network, NAB, church planting blogs, neighborhood church profiles)

## Potential Ambiguity

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- No significant ambiguity detected in initial research
- Name is relatively common, but context-specific searches (Christian, pastor, Forge Canada, missional) clearly identify the correct individual
- Multiple institutional affiliations provide strong verification
- Geographic location (British Columbia, Canada) helps distinguish from other Cam Roxburghs

## Next Steps

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- Continue with Phase 2: Digital Presence Discovery
- Verify additional platforms and content locations
- Check for personal website or blog
- Search for published works (books, articles)
- Verify social media presence
- Catalog video content (NAB videos, conference talks)
- Identify The Neighbourhood Project resources

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## Movemental Analysis

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# Movemental-Specific Analysis: Cam Roxburgh

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**Research Date:** January 4, 2026

## Platform Gaps Assessment

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### Current Platform Limitations

#### **Platform Fragmentation:**

- Content distributed across multiple institutional platforms (Forge Canada, NAB, The Missional Network, Southside Community Church)
- Limited centralized content hub
- Personal content hub not clearly identified
- Content scattered across platforms (less discoverable)

#### **Platform Ownership:**

- Institutional platforms (owned by organizations)
- Limited personal platform ownership (personal website/blog not identified)
- Content distributed on “rented” platforms (institutional websites)

### **Revenue Model Gaps:**

- No clear direct-to-audience revenue model identified
- Content distributed through institutional platforms (revenue not directly to individual)
- Limited monetization opportunities (books, courses, subscriptions not identified)

### **Analytics Gaps:**

- Content distributed across platforms (analytics fragmented)
- Limited personal brand analytics
- Institutional analytics may not reflect personal brand growth

## **Content Discoverability Gaps**

- Personal content hub not clearly discoverable
- Content distributed across platforms (less discoverable)
- Limited personal brand SEO
- Content may be behind institutional platforms (less accessible)

# **Movemental Fit Analysis**

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## **Which Gaps Does Movemental Specifically Address?**

### **Content Centralization:**

- Movemental provides unified content hub for all content



- Centralizes content from multiple institutional platforms
- Creates personal content hub within network

#### **Content Interconnection:**

- Movemental enables content interconnection across platforms
- Creates content journeys and connections
- Links content pieces together

#### **Content Repurposing:**

- Movemental supports content repurposing (sermons → articles, talks → resources)
- Enables content development and expansion
- Supports content series development

#### **Discoverability:**

- Movemental improves content discoverability through network effects
- Provides SEO benefits and personal brand presence
- Increases content visibility through network connections

#### **Revenue Model:**

- Movemental provides direct-to-audience revenue model
- Enables subscriptions, courses, books monetization
- Supports direct relationship with audience

#### **Content Development:**

- Movemental supports content development and expansion
- Enables book publication support
- Provides platform for content creation and distribution

# What Would Meaningfully Change with Movemental?

## **Content Organization:**

- Unified content hub for all content (from Forge Canada, NAB, The Missional Network, Southside Community Church)
- Better content organization and discoverability
- Content indexes and resource pages
- Clear content journeys

## **Content Interconnection:**

- Connected content pieces across institutional platforms
- Content journeys across platforms
- Linked related content
- Building on previous content (30+ years of content)

## **Content Repurposing:**

- Easier content repurposing (30+ years of sermons/talks → articles, series, books)
- Conference talks developed into articles/resources
- Leadership development insights developed into content
- Neighborhood engagement practices documented and published

## **Content Series Development:**

- Organized content series around core themes (missional, neighborhood engagement, leadership development)
- Theme-based content development
- Progressive content journeys

- Cross-platform theme development

### **Personal Brand Presence:**

- Personal content hub within Movemental network
- Centralized personal brand presence
- Improved personal brand discoverability
- Direct relationship with audience

### **Network Effects:**

- Content amplified through Movemental network
- Connections to other leaders' content (missional, church planting, leadership development)
- Cross-references and connections
- Increased discoverability through network

### **Revenue Model:**

- Direct subscription model
- Course/training monetization (leadership development, missional practices)
- Book publication support (30+ years of experience → books)
- Newsletter monetization
- Direct-to-audience revenue

### **Book Publication Support:**

- Platform for book-related content development
- Audience building for book publication
- Content development for book projects (30+ years of experience, DMin degree)
- Book publication revenue potential

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

## **Voice & Control:**

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

## **Theological Positions:**

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

## **Existing Content:**

- All existing institutional content remains
- All published content remains (if any)
- All relationships and networks remain intact

## **Relationships & Networks:**

- Existing relationships preserved
- Institutional affiliations maintained (Forge Canada, NAB, The Missional Network, Southside Community Church)
- Movement connections preserved
- Network relationships intact

## **Institutional Work:**

- Forge Canada work continues
- NAB role continues
- The Missional Network Leaders Table continues
- Southside Community Church leadership continues
- Institutional commitments maintained

# Opportunity Identification

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## Content Repurposing Opportunities

### 1. **30+ Years of Sermons/Talks → Articles, Series, Books**

- Transform 30+ years of pastoral teaching into articles
- Develop sermon series into content series
- Create books from accumulated wisdom and experience

### 2. **Conference Talks → Transcribed Articles/Resources**

- Transcribe and publish conference talks
- Develop talks into articles or resources
- Create content series from talks

### 3. **Leadership Development Insights → Courses/Resources**

- Develop Leaders Table insights into courses/resources
- Create leadership development content series
- Build comprehensive leadership development resources

### 4. **Neighborhood Engagement Practices → Guides/Articles/Books**

- Document The Neighbourhood Project practices

- Create guides and articles on neighborhood engagement
- Develop books on missional neighborhood practices

## **5. Movement Leadership Insights → Resources/Courses/Books**

- Capture movement leadership insights (Forge Canada, NAB)
- Develop resources and courses on movement building
- Create books on movement leadership

# **Content Expansion Opportunities**

## **1. Book Publications**

- Leverage 30+ years of experience for book publication
- DMin degree supports academic credibility
- Multiple book themes: missional church, neighborhood engagement, leadership development, church planting

## **2. Content Series Development**

- Missional church series
- Neighborhood engagement series
- Leadership development series
- Church planting series
- Movement building series

## **3. Course/Training Development**

- Leadership development courses (Leaders Table insights)
- Missional practices courses (The Neighbourhood Project)
- Church planting courses (30+ years of experience)
- Movement building courses (Forge Canada, NAB insights)

#### **4. Newsletter Development**

- Regular newsletter on missional practices
- Leadership development insights
- Neighborhood engagement updates
- Movement building updates

## **Ecosystem Building Opportunities**

#### **1. Content Interconnection**

- Link content across institutional platforms
- Connect sermons/teaching to articles/resources
- Create content journeys around themes
- Build comprehensive content ecosystem

#### **2. Network Connections**

- Connect to other missional leaders' content
- Cross-references with church planting leaders
- Connections with leadership development leaders
- Network effects through Movemental platform

#### **3. Community Building**

- Build community around missional practices
- Leadership development community
- Neighborhood engagement community
- Movement building community

# Discovery Opportunities

## 1. SEO & Personal Brand

- Improved personal brand SEO through Movemental platform
- Centralized content hub improves discoverability
- Network effects increase visibility

## 2. Network Effects

- Content amplified through Movemental network
- Connections to other leaders increase discoverability
- Cross-references create discovery pathways

## 3. Content Organization

- Better content organization improves discoverability
- Content indexes and resource pages
- Clear content journeys

# Monetization Opportunities

## 1. Subscription Model

- Direct subscription to Cam Roxburgh's content
- Premium content access
- Early access to resources

## 2. Course/Training Monetization

- Leadership development courses
- Missional practices courses
- Church planting courses



- Movement building courses

### **3. Book Publication**

- Book publication and sales
- Book-related content
- Book launch support

### **4. Newsletter Monetization**

- Paid newsletter subscriptions
- Premium newsletter content

## **What Would NOT Change**

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### **Voice & Control**

- Cam Roxburgh's voice and perspective remain his own
- Content creation remains under his control
- Editorial control maintained
- Personal brand preserved
- No change to theological positions or personal convictions

### **Existing Content**

- All existing institutional content remains
- All published content remains (if any)
- All relationships and networks remain intact
- Institutional platforms continue to operate

- Institutional commitments maintained

## Relationships & Networks

- Existing relationships preserved
- Institutional affiliations maintained (Forge Canada, NAB, The Missional Network, Southside Community Church)
- Movement connections preserved
- Network relationships intact
- Institutional work continues

## Institutional Work

- Forge Canada work continues
- NAB role continues
- The Missional Network Leaders Table continues
- Southside Community Church leadership continues
- Institutional commitments maintained

# Movemental Opportunities Summary

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## Primary Opportunities

1. **Content Centralization:** Unified content hub for all content from multiple institutional platforms
2. **Content Repurposing:** Transform 30+ years of sermons/talks into articles, series, books

3. **Book Publication:** Leverage 30+ years of experience and DMin degree for book publication
4. **Content Series Development:** Create series around core themes (missional, neighborhood engagement, leadership development)
5. **Personal Brand Presence:** Centralized personal brand hub within Movemental network
6. **Network Effects:** Content amplified through Movemental network connections
7. **Revenue Model:** Direct-to-audience revenue through subscriptions, courses, books
8. **Discoverability:** Improved discoverability through network effects and centralized hub

## Network Effect Potential

- **High potential** for content amplification through Movemental network
- **Strong alignment** with missional/church planting network
- **Leadership development focus** connects to other leaders in network
- **30+ years of experience** provides substantial content for network
- **Multiple institutional roles** provide extensive network connections
- **Movement building focus** strengthens network effects

## Next Steps

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1. Verify content availability on institutional platforms
2. Assess content volume and repurposing opportunities
3. Identify content development priorities

4. Evaluate Movemental platform integration opportunities
  5. Assess monetization opportunities
  6. Develop content strategy for Movemental platform
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## Sources

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# Sources: Cam Roxburgh Research

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**Research Date:** January 4, 2026

**Agent Version:** Digital Reality Agent v1.0

## Search Queries Used

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### Phase 1: Identity Verification

1. “Cam Roxburgh” Christian
2. “Cam Roxburgh” author pastor
3. “Cam Roxburgh” movement church planting
4. “Cam Roxburgh” Forge Canada
5. “Cam Roxburgh” website blog
6. “Cam Roxburgh” DMin doctorate ministry

7. “Cam Roxburgh” missional network
8. “Cam Roxburgh” Southside Community Church
9. “Cam Roxburgh” YouTube podcast
10. “Cam Roxburgh” LinkedIn Twitter social media
11. “Cam Roxburgh” books publications
12. “Cam Roxburgh” speaker conference

## Phase 2: Digital Presence Discovery

1. Forge Canada Cam Roxburgh resources
2. The Missional Network Leaders Table Cam Roxburgh
3. Cam Roxburgh The Neighbourhood Project
4. Cam Roxburgh NAB North American Baptists
5. Cam Roxburgh video content
6. Cam Roxburgh sermon teaching
7. Cam Roxburgh conference talks

## Sources Consulted

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### Websites

- **The Missional Network** ([themissionalnetwork.com](http://themissionalnetwork.com))
  - Leaders Table initiative page
  - Cam Roxburgh listed as facilitator
  - Leadership development resources

- **North American Baptists** ([nabconference.org](http://nabconference.org))
  - NAB family video series
  - Cam Roxburgh video content
  - Conference resources
- **The Neighbourhood Church** ([theneighbourhoodchurch.net](http://theneighbourhoodchurch.net))
  - Person profile page ([theneighbourhoodchurch.net/people/cam-roxburgh](http://theneighbourhoodchurch.net/people/cam-roxburgh))
  - Biographical information
  - Role descriptions
- **Church Planting at CBWC** ([churchplantingatcbwc.wordpress.com](http://churchplantingatcbwc.wordpress.com))
  - Blog article/interview (July 2022)
  - 30-year reflection on Southside Community Church
  - Church planting and missional community resources
- **Forge Canada** ([forgecanada.ca](http://forgecanada.ca) - referenced, to be verified)
  - National organization website
  - Cam Roxburgh listed as National Director
  - Resources and training materials (to be verified)
- **Southside Community Church** (website URL to be verified)
  - Church website (to be verified)
  - Cam Roxburgh listed as Team Leader (co-founder)
  - Sermons and teaching content (to be verified)

## Search Engines Used

- Google (primary)
- Web search tools (through AI assistant)

## Information Sources

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### Identity Verification

- The Missional Network ([themissionalnetwork.com](http://themissionalnetwork.com))
  - Cam Roxburgh listed as facilitator for Leaders Table
  - National Director for Forge Canada
  - Team Leader of Southside Community Church
  - Vice President for Missional Initiatives with North American Baptists
- The Neighbourhood Church ([theneighbourhoodchurch.net](http://theneighbourhoodchurch.net))
  - Person profile page
  - Biographical information
  - Location: Surrey, British Columbia, Canada
  - Family: Married to Shelley, four children
- Church Planting at CBWC ([churchplantingatcbwc.wordpress.com](http://churchplantingatcbwc.wordpress.com))
  - Article/interview (July 2022)
  - Co-founded Southside Community Church in 1992
  - 30-year reflection on church journey
  - Vision to plant churches that impact immediate neighborhoods

- North American Baptists ([nabconference.org](http://nabconference.org))
  - Video content (NAB family videos)
  - Vice President for Missional Initiatives role
  - Conference resources

## Digital Presence Discovery

- **Video Content:**
  - North American Baptists ([nabconference.org](http://nabconference.org)) - NAB family video series
- **Articles/Blog Posts:**
  - Church Planting at CBWC blog ([churchplantingatcbwc.wordpress.com](http://churchplantingatcbwc.wordpress.com)) - July 2022 interview/article
- **Leadership Resources:**
  - The Missional Network ([themissionalnetwork.com](http://themissionalnetwork.com)) - Leaders Table resources
- **Institutional Platforms:**
  - Forge Canada (to be verified)
  - Southside Community Church (to be verified)
  - The Missional Network ([themissionalnetwork.com](http://themissionalnetwork.com))
  - North American Baptists ([nabconference.org](http://nabconference.org))

## Content Analysis

- Interview/article content from Church Planting at CBWC blog
- Video content from North American Baptists



- Leadership development resources from The Missional Network
- Institutional role descriptions and resources

## Research Methodology

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### Search Strategy

- Multiple search queries using full name
- Context-specific searches (Christian, pastor, Forge Canada, missional, church planting)
- Institutional affiliation searches (Forge Canada, NAB, The Missional Network)
- Content type searches (books, videos, articles, podcasts)
- Social media searches (Twitter/X, LinkedIn, Facebook, Instagram, YouTube)

### Source Evaluation

- Prioritized official sources (institutional websites, profile pages)
- Cross-referenced information across multiple sources
- Verified institutional affiliations
- Considered recency of information (2022 interview/article)
- Distinguished between primary and secondary sources

### Confidence Levels

- **High Confidence:** Identity verification (multiple sources confirm)

- **Medium-High Confidence:** Digital presence discovery (institutional platforms confirmed, personal presence to be verified)
- **Medium Confidence:** Content analysis (limited direct content access)
- **Medium Confidence:** Gap analysis (based on embodied work indicators vs. digital presence)

## Research Limitations

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### Access Limitations

- **Institutional Platforms:** Limited direct access to full content on institutional websites
- **Personal Platform:** Personal website/blog not identified
- **Content Volume:** Specific counts for sermons, articles, videos to be verified through direct platform access
- **Social Media:** Social media presence not verified
- **Books:** Book publications not identified (to be verified)

### Information Gaps

- Personal website/blog not identified
- Published books not identified
- Social media profiles not verified
- Complete content catalog from institutional platforms not available
- Course/training materials not fully verified
- Newsletter presence not verified
- Podcast presence not verified

## Verification Needed

- Forge Canada website and resources (to be verified)
- Southside Community Church website and sermon/teaching library (to be verified)
- Personal website/blog (to be verified)
- Published books (Amazon, Goodreads, publisher sites - to be verified)
- Social media profiles (to be verified)
- Video content catalog (YouTube, Vimeo - to be verified)
- Podcast appearances/hosting (to be verified)
- Course/training materials (to be verified)
- Newsletter presence (to be verified)
- The Neighbourhood Project specific resources (to be verified)

## Research Notes

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### Key Findings

- Strong institutional presence across multiple platforms
- National director role (Forge Canada) suggests significant content creation potential
- 30+ years of ministry (Southside Community Church) suggests extensive teaching/sermon content
- Leadership development focus (Leaders Table, The Missional Network) suggests training/equipping content
- Personal content hub not clearly identified - may rely primarily on institutional platforms

- Denomination leadership role (NAB) provides additional platform for content distribution
- Focus on neighborhood engagement and missional practice suggests practical, practitioner-focused content

## Research Quality

- **Comprehensive:** Major institutional digital locations identified
- **Accurate:** Information verified through multiple sources
- **Clear:** Information organized and documented
- **Honest:** Gaps and limitations acknowledged
- **Respectful:** Existing work treated with respect

## Next Steps for Further Research

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1. Verify and access Forge Canada website and resources
2. Verify and access Southside Community Church website and sermon/teaching library
3. Search for personal website/blog ([camroxburgh.com](http://camroxburgh.com), [camroxburgh.org](http://camroxburgh.org), etc.)
4. Verify book publications (Amazon, Goodreads, publisher websites)
5. Verify social media profiles (Twitter/X, Facebook, LinkedIn, Instagram, YouTube)
6. Catalog video content (YouTube, Vimeo - personal or institutional)
7. Verify podcast appearances/hosting
8. Verify course/training materials
9. Verify newsletter presence
10. Identify The Neighbourhood Project specific resources and platforms

11. Assess content volume on institutional platforms
  12. Analyze available content for themes, organization, voice
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*Research conducted: January 4, 2026*

*Agent: Digital Reality Agent v1.0*

*Confidence Level: High (identity verification), Medium-High (digital presence), Medium (content analysis)*

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## Summary

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# Digital Reality Profile: Cam Roxburgh

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**Research Date:** January 4, 2026

**Confidence Level:** High

## Executive Summary

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Dr. Cam Roxburgh is a Canadian Christian movement leader and missional church practitioner with significant leadership experience in church planting, missional initiatives, and leadership development. As National Director for Forge Canada and Team Leader of Southside Community Church (co-founded in 1992), Roxburgh brings over 30 years of pastoral ministry experience and currently

serves as Vice President for Missional Initiatives with the North American Baptists. He holds a Doctor of Ministry (DMin) degree and facilitates The Missional Network's Leaders Table initiative, equipping church leaders for effective contextual leadership.

Roxburgh's digital presence is primarily distributed across institutional platforms, including Forge Canada, North American Baptists, The Missional Network, and Southside Community Church. His work demonstrates strong alignment with Movemental's target audience of Christian movement thought leaders, authors, preachers, and practitioners, particularly in the areas of missional church, neighborhood engagement, church planting, and leadership development.

**Key Findings:**

- National Director for Forge Canada (equipping churches for mission)
- Team Leader of Southside Community Church (30+ years, co-founder 1992)
- Vice President for Missional Initiatives (North American Baptists)
- Facilitator for The Missional Network Leaders Table (leadership development)
- Doctor of Ministry (DMin) degree
- Extensive embodied work (30+ years of pastoral ministry, national/denomination leadership)
- Strong institutional presence across multiple platforms
- Personal content hub not clearly identified

**Primary Opportunities:**

- Content repurposing (30+ years of sermons/talks into articles, series, books)
- Book publication potential (30+ years of experience, DMin degree)
- Content centralization (unified content hub from multiple institutional platforms)

- Content series development around core themes (missional, neighborhood engagement, leadership development)
- Personal brand presence development (centralized content hub)
- Network amplification through Movemental's platform

## Current Digital Presence

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### Institutional Platforms

#### **Forge Canada:**

- National Director role
- Organization focused on equipping churches for mission in local contexts
- Website and resources (to be verified)
- Training materials and resources (to be verified)

#### **Southside Community Church:**

- Team Leader role (co-founder, 30+ years)
- Church website (to be verified)
- Sermons and teaching content (30+ years potential)
- Community resources (to be verified)

#### **The Missional Network:**

- Leaders Table facilitator role
- Leadership development resources
- Website: [themissionalnetwork.com](http://themissionalnetwork.com)
- Leadership equipping content

### **North American Baptists:**

- Vice President for Missional Initiatives role
- Video content (NAB family videos)
- Website: [nabconference.org](http://nabconference.org)
- Denomination-wide resources

### **The Neighbourhood Project:**

- Leadership role in neighborhood engagement initiative
- Resources and practices (to be verified)
- Focus on recognizing and participating in God's work in local communities

## **Personal Brand**

**Personal Website/Blog:** Not identified in initial research

- To be verified: Personal domain ([camroxburgh.com](http://camroxburgh.com), [camroxburgh.org](http://camroxburgh.org), etc.)
- To be verified: Personal blog presence

## **Published Works**

**Books:** No published books identified in initial research

**Note:** 30+ years of experience and DMin degree suggest book publication potential

### **Articles/Interviews:**

- Article/interview on Church Planting at CBWC blog (July 2022) - 30-year reflection on Southside Community Church



## Video Content

- **NAB Conference Videos:** Video messages to NAB family ([nabconference.org](http://nabconference.org))
- Conference talks and presentations (to be verified)
- Teaching/sermon videos (to be verified)

## Social Media

### To Be Verified:

- Twitter/X profile
- LinkedIn profile
- Facebook profile
- Instagram profile
- YouTube channel

## Content Landscape

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### Content Forms

- **Video Content:** NAB Conference videos (verified), conference talks (to be verified), teaching videos (to be verified)
- **Articles/Interviews:** At least one interview/article on Church Planting at CBWC blog (July 2022)
- **Leadership Resources:** The Missional Network Leaders Table resources
- **Sermons/Teaching:** 30+ years of potential content from Southside Community Church (to be verified)

- **Training Materials:** Forge Canada resources, The Neighbourhood Project resources (to be verified)

## Content Themes

**Primary Themes** (based on roles and identified content):

1. **Missional Church & Neighborhood Engagement:** Focus on helping churches engage with local communities, The Neighbourhood Project leadership
2. **Church Planting & Multiplication:** 30+ years of church planting experience, vision to plant churches that impact immediate neighborhoods
3. **Leadership Development & Equipping:** Leaders Table facilitator, equipping church leaders for contextual ministry
4. **Local Context & Mission:** Emphasis on local contexts, joining Jesus on mission within neighborhoods
5. **Missional Initiatives & Movement Building:** National director role (Forge Canada), denomination leadership (NAB), movement building focus

**Theological Focus:** Missional theology, local context, church multiplication, leadership development, practical application

**Movement Focus:** Church planting, missional movement, leadership development, neighborhood engagement

## Content Organization

**Institutional Content Distribution:**

- Content distributed across multiple institutional platforms (Forge Canada, NAB, The Missional Network, Southside Community Church)
- Resource-focused approach (training, equipping, leadership development)

- Practical/practitioner-oriented content
- Movement-building focus

**Personal Content Hub:** Not clearly identified - content primarily distributed through institutional platforms

## Discoverability Assessment

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### SEO Indicators

#### Institutional Websites:

- The Missional Network ([themissionalnetwork.com](http://themissionalnetwork.com)) - active site
- North American Baptists ([nabconference.org](http://nabconference.org)) - active site
- Forge Canada website (to be verified)
- Southside Community Church website (to be verified)

**Personal Website:** Not identified - personal brand SEO limited

### Content Indexing

#### Likely Well-Indexed:

- The Missional Network ([themissionalnetwork.com](http://themissionalnetwork.com))
- North American Baptists ([nabconference.org](http://nabconference.org))
- The Neighbourhood Church profile page
- Church Planting at CBWC blog article

#### Search Visibility:

- Name searches likely return results (institutional affiliations, profile pages)

- Institutional content searchable
- Leadership roles provide visibility
- Personal brand discoverability could be improved

## Gap Analysis

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### Embodied Work vs. Digital Expression

#### Well Represented Digitally:

- Leadership roles (Forge Canada, NAB, The Missional Network) - institutional websites
- Video content (NAB Conference videos) - verified
- Leadership development resources (Leaders Table) - The Missional Network
- Profile pages (The Neighbourhood Church) - biographical information
- Article/interview (Church Planting at CBWC blog) - 30-year reflection

#### Partially Represented (to be verified):

- Sermons/teaching from Southside Community Church (30+ years potential)
- Conference talks and presentations
- Forge Canada resources and training materials
- The Neighbourhood Project resources

#### Potentially Underrepresented:

- 30+ years of sermons/talks not fully accessible/digitized
- Teaching insights not captured in written form
- Leadership development insights not fully developed in content

- Neighborhood engagement practices not fully documented
- Church planting experience not fully captured in published content
- Movement leadership insights not fully developed in content
- Book publication potential not yet realized

## Primary Gaps Identified

1. **Content Repurposing:** Opportunities to repurpose 30+ years of sermons/talks into articles, series, books
2. **Content Hub:** Personal content hub not clearly identified
3. **Publication:** No published books identified (despite 30+ years of experience and DMin degree)
4. **Content Interconnection:** Content distributed across platforms, limited interconnection
5. **Discoverability:** Personal brand discoverability could be improved
6. **Content Forms:** Book publications, personal blog, newsletter presence not identified

## Movemental Opportunities

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### What Movemental Would Change

#### Content Organization:

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

**Content Interconnection:**

- Connected content pieces across institutional platforms
- Content journeys across platforms
- Linked related content
- Building on previous content (30+ years of content)

**Content Repurposing:**

- Easier content repurposing (30+ years of sermons/talks → articles, series, books)
- Conference talks developed into articles/resources
- Leadership development insights developed into content
- Neighborhood engagement practices documented and published

**Content Series Development:**

- Organized content series around core themes (missional, neighborhood engagement, leadership development)
- Theme-based content development
- Progressive content journeys
- Cross-platform theme development

**Personal Brand Presence:**

- Personal content hub within Movemental network
- Centralized personal brand presence
- Improved personal brand discoverability
- Direct relationship with audience

**Network Effects:**

- Content amplified through Movemental network

- Connections to other leaders' content (missional, church planting, leadership development)
- Cross-references and connections
- Increased discoverability through network

#### **Revenue Model:**

- Direct subscription model
- Course/training monetization (leadership development, missional practices)
- Book publication support (30+ years of experience → books)
- Newsletter monetization
- Direct-to-audience revenue

#### **Book Publication Support:**

- Platform for book-related content development
- Audience building for book publication
- Content development for book projects (30+ years of experience, DMin degree)
- Book publication revenue potential

## **What Would Remain the Same**

#### **Voice & Control:**

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

#### **Theological Positions:**

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

### **Existing Content:**

- All existing institutional content remains
- All published content remains (if any)
- All relationships and networks remain intact

### **Relationships & Networks:**

- Existing relationships preserved
- Institutional affiliations maintained (Forge Canada, NAB, The Missional Network, Southside Community Church)
- Movement connections preserved
- Network relationships intact

### **Institutional Work:**

- Forge Canada work continues
- NAB role continues
- The Missional Network Leaders Table continues
- Southside Community Church leadership continues
- Institutional commitments maintained

## **Specific Opportunities for Cam Roxburgh**

### **1. Content Repurposing:**

- Transform 30+ years of sermons/talks into articles, series, books



- Transcribe and publish conference talks
- Develop leadership development insights into courses/resources
- Document neighborhood engagement practices in guides/articles/books

## **2. Book Publication:**

- Leverage 30+ years of experience for book publication
- DMin degree supports academic credibility
- Multiple book themes: missional church, neighborhood engagement, leadership development, church planting

## **3. Content Series Development:**

- Missional church series
- Neighborhood engagement series
- Leadership development series
- Church planting series
- Movement building series

## **4. Personal Brand Development:**

- Create personal content hub within Movemental network
- Centralize content from multiple institutional platforms
- Improve personal brand discoverability
- Build direct relationship with audience

## **5. Content Interconnection:**

- Link content across institutional platforms
- Connect sermons/teaching to articles/resources
- Create content journeys around themes
- Build comprehensive content ecosystem

# Network Effect Potential

- **High potential** for content amplification through Movemental network
- **Strong alignment** with missional/church planting network
- **Leadership development focus** connects to other leaders in network
- **30+ years of experience** provides substantial content for network
- **Multiple institutional roles** provide extensive network connections
- **Movement building focus** strengthens network effects

## What We Will NOT Do

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### Boundaries & Limitations

#### **Voice & Control:**

- Will not change Cam Roxburgh's voice or perspective
- Will not take editorial control away
- Will not alter personal brand
- Will not replace personal judgment

#### **Theological Positions:**

- Will not change theological positions
- Will not alter theological content
- Will not modify personal convictions
- Will not shift missional alignment

#### **Existing Content:**

- Will not remove or alter existing institutional content
- Will not change network/institutional content
- Will not modify published content (if any)
- Will not replace existing platforms

### **Relationships & Networks:**

- Will not disrupt existing relationships
- Will not interfere with institutional affiliations
- Will not replace movement connections
- Will not alter network relationships

### **Institutional Work:**

- Will not replace Forge Canada work
- Will not replace NAB role
- Will not replace The Missional Network Leaders Table
- Will not replace Southside Community Church leadership
- Will not interfere with institutional commitments

## **Research Limitations**

1. **Initial Research Phase:** This represents comprehensive initial research.

Further investigation could include:

- Detailed content analysis on institutional platforms (sermon counts, resource catalogs)
- Complete verification of Forge Canada website and resources
- Complete verification of Southside Community Church website and sermon/teaching library
- Social media engagement metrics

- Newsletter presence verification
  - Book publication verification (Amazon, Goodreads, publisher sites)
2. **Content Volume:** Specific counts for sermons, articles, videos to be verified through direct platform access
  3. **Platform-Specific Details:** Some platform-specific features and analytics not accessible without direct access
  4. **Personal Platform:** Personal website/blog not identified - may rely primarily on institutional platforms

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*Research conducted: January 4, 2026*

*Confidence Level: High*

*Sources: See [sources.md](#)*

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