

Mandy Smith - 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 Christian leaders move from self-sufficiency to reliance on God. You lead, write, and form leaders in leadership development, organizational transformation, and spiritual formation.

I see your work through Mandy Smith Consulting, which you founded, focused on leadership development and organizational culture transformation, and through your book "Confessions of an Amateur Saint: The Christian Leader's Journey from Self-Sufficiency to Reliance on God." Your 20-plus years of experience in leadership development, along with your certifications in DiSC and CliftonStrengths, your speaking at events like RAPT Interviews and CreativeMornings, and your coaching and workshop facilitation, are anchored at mandysmithconsulting.com.

I notice you return to the connection between leadership and formation: how self-sufficiency gives way to reliance on God, how confession enables transformation, how vulnerability shapes leadership. Your work exists in coaching sessions where

you serve, across your consulting website and resources, in your published book, through workshops where you facilitate, at events where you speak, in organizations where you consult.

What tends to get lost is continuity. Coaching insights may not become articles beyond what you already write. Workshop materials may not become accessible content. Speaking insights may not connect clearly to your published work. The patterns you see in 20-plus years of consulting may not flow into your written content.

Until very recently, bridging this gap meant creating systems, hiring help, and dedicating time that consultants and coaches 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: Mandy

Research Date: January 4, 2026

Content Thematic Analysis

Primary Themes Identified

Based on available content (book, interviews):

1. Christian Leadership in Secular Age

- Focus: Challenges Christian leaders face in contemporary secular context
- Emphasis: Navigating leadership while maintaining faith integrity

2. Self-Sufficiency vs. Reliance on God

- Focus: Tension between self-reliance and dependence on God
- Emphasis: Confession of self-sufficient tendencies
- Approach: Moving from self-sufficiency to reliance on God

3. Vulnerability in Leadership

- Focus: Power of leading vulnerably
- Emphasis: Confession and transparency in leadership
- Approach: Allowing God's work through vulnerability

4. Confession in Leadership

- Focus: Importance of confessing self-reliance habits

- Emphasis: Prayers of confession
- Approach: Engaging in complex work of ministry through confession

5. Faith and Leadership Integration

- Focus: Integrating faith practices with leadership
- Emphasis: Spiritual practices in leadership development
- Approach: Leading by faith rather than self-reliance

6. Creative Process and Faith

- Focus: Parallels between creative work (pottery, paper art) and faith journey
- Emphasis: Obedience over success
- Approach: Trusting in transformative process

7. Organizational Culture Transformation

- Focus: Transforming how leaders lead and organizations thrive
- Emphasis: Data-driven, human-centered approach
- Approach: Tailored development for organizations and individuals

Theological Focus Areas

- **Christian Leadership:** Primary focus on Christian leadership development
- **Spiritual Formation:** Integration of spiritual practices with leadership
- **Confession and Repentance:** Emphasis on confession in leadership context
- **Dependence on God:** Moving from self-reliance to God-reliance

Movement Focus

- **Limited Movement Context:** No clear evidence of church planting, missional movement, or discipleship movement focus
- **Leadership Development:** Focus appears to be on individual and organizational leadership transformation
- **Christian Context:** Work is clearly within Christian context but not specifically movement-oriented

Recurring Topics and Subjects

1. Self-reliance vs. God-reliance
2. Confession and vulnerability
3. Christian leadership challenges
4. Spiritual practices in leadership
5. Organizational transformation
6. Creative process and faith
7. Leadership development and coaching

Content Organization Analysis

Content Strategy

- **Primary Platform:** Consulting website (mandysmithconsulting.com) appears to be main hub
- **Content Distribution:** Content appears distributed across multiple platforms

- **Organization Approach:** Appears to be service-oriented (consulting, coaching, workshops) rather than content-first

Content Structure

- **Book:** Single published book on Christian leadership
- **Website:** Professional consulting site with service offerings
- **Interviews:** Feature interviews on external platforms
- **Curated Content:** Pinterest board with writing prompts

Content Interconnection

- **Limited Interconnection:** Content appears somewhat isolated
- **Book and Consulting:** Book content may inform consulting work, but connection not clearly visible
- **Interview Content:** Interviews reference book themes but not clearly linked to other content
- **Platform Fragmentation:** Content distributed across multiple platforms without clear interconnection

Content Gaps (Observable)

- **Blog/Article Content:** No definitive blog or article content identified
- **Series Development:** No evidence of content series
- **Content Expansion:** Limited expansion of book themes into other formats
- **Video Content:** No video content definitively identified
- **Podcast Content:** No podcast host role identified
- **Course Content:** No course content definitively identified

Voice & Style Analysis

Writing Style

- **Accessible:** Book appears written for Christian leaders (not overly academic)
- **Personal:** Uses personal stories and experiences
- **Practical:** Focus on practical application (confession, prayers, leadership practices)
- **Scriptural:** Incorporates scriptural insights

Tone and Approach

- **Vulnerable:** Emphasis on vulnerability and confession
- **Encouraging:** Focus on transformation and growth
- **Reflective:** Personal reflection on leadership journey
- **Faithful:** Integration of faith and leadership

Theological Positioning

- **Observable:** Clearly within Christian/evangelical context
- **Leadership Focus:** Emphasis on Christian leadership rather than systematic theology
- **Practical Theology:** Focus on applied theology in leadership context
- **Spiritual Formation:** Emphasis on spiritual practices and formation

Audience Level

- **Christian Leaders:** Primary audience appears to be Christian leaders

- **Practitioners:** Focus on practical application rather than academic theory
- **Organizational Leaders:** Also serves organizational leaders (Christian and potentially broader)

Discoverability Assessment

SEO Indicators

- **Website Presence:** Active consulting website
- **Search Visibility:** Appears in search results for name + Christian leadership terms
- **Title Tags/Meta:** To be assessed (not definitively analyzed)
- **URL Structure:** Professional domain names

Content Indexing

- **Search Results:** Appears in search results when searching with context terms
- **Book Listing:** Book appears on publisher website
- **Interview Features:** Interview features appear in search results
- **Limited Content:** Relatively limited content available for indexing

Social Sharing Indicators

- **Pinterest:** Active Pinterest board
- **Other Social Media:** Limited social media presence definitively identified
- **Sharing Potential:** Interview features provide shareable content

Backlinks and References

- **Interview Features:** RAPT and CreativeMornings provide backlinks
- **Publisher Website:** Publisher website provides reference
- **Limited Backlinks:** Relatively limited backlink profile identified

Domain Authority Indicators

- **Professional Domains:** Owned domains (mandysmithconsulting.com, potentially mandysmithdesign.com)
- **Domain Authority:** To be assessed (not definitively analyzed)
- **Platform Presence:** Presence on established platforms (Pinterest, interview platforms)

Ecosystem Analysis

Content Ecosystem

- **Isolated Content:** Content appears to work somewhat in isolation
- **Limited Cross-Reference:** Limited evidence of content cross-referencing
- **Platform Fragmentation:** Content distributed across platforms without clear ecosystem

Connections to Other Authors/Leaders

- **Interview Features:** Connections through interview platforms
- **Limited Visible Connections:** Limited evidence of connections to other Christian movement leaders

- **Consulting Network:** May have network through consulting work (not visible in public content)

Institutional Partnerships

- **Limited Institutional Affiliations:** No clear church, seminary, or ministry organization affiliations identified
- **Consulting Business:** Primary affiliation appears to be own consulting business
- **Publisher Relationship:** Relationship with publisher (Deslegte)

Community Engagement

- **Limited Visible Engagement:** Limited evidence of community engagement in public content
- **Coaching/Consulting:** Community engagement may occur through coaching and consulting (not visible in public content)
- **Interview Platforms:** Engagement through interview features

Content Quality Observations

Strengths

- **Clear Focus:** Clear focus on Christian leadership development
- **Personal Voice:** Personal stories and experiences add authenticity
- **Practical Application:** Practical focus on application
- **Faith Integration:** Strong integration of faith and leadership

Opportunities

- **Content Expansion:** Opportunities to expand book themes into other formats
- **Content Interconnection:** Opportunities to better connect content across platforms
- **Series Development:** Opportunities to develop content series
- **Digital Amplification:** Opportunities to amplify embodied work (consulting, coaching) digitally

Research Limitations

- **Limited Content Available:** Relatively limited public content identified
- **Content Behind Paywalls:** Some content may exist but not be publicly accessible
- **Private Consulting:** Much work may occur in private consulting/coaching (not publicly visible)
- **Platform Gaps:** Some platforms may exist but not be easily discoverable

Digital Presence Discovery

Digital Presence Discovery: Mandy Smith

Research Date: January 4, 2026

Website Discovery

Primary Websites

1. mandysmithconsulting.com

- Type: Personal/Professional consulting website
- Purpose: Leadership development and organizational culture transformation
- Status: Active
- Content: Coaching services, workshops, publications information
- Structure: Professional consulting site with service offerings

2. mandysmithdesign.com

- Type: Design/creative website (potential separate entity)
- Purpose: Design and creative work

- Status: Active
- Note: Unclear if this is the same Mandy Smith or a different individual
- Content: Design portfolio, creative work

Platform Presence Discovery

Social Media Platforms

1. Pinterest

- Username/Handle: mandympb
- Content: “340 Writing Prompts Ideas” board
- Type: Curated content board
- Status: Active

2. LinkedIn

- Status: To be verified
- Note: Not definitively identified in initial research

3. Twitter/X

- Status: To be verified
- Note: Not definitively identified in initial research

4. Facebook

- Status: To be verified
- Note: Not definitively identified in initial research

5. Instagram

- Status: To be verified
- Note: Not definitively identified in initial research

Publishing Platforms

1. Deslegte

- Type: Publisher website
- Content: “Confessions of an Amateur Saint” book listing
- URL: deslegte.com (Dutch publisher)
- Status: Active

2. Amazon Author Page

- Status: To be verified
- Note: Book may be available on Amazon but not verified

3. Goodreads

- Status: To be verified
- Note: Author page not definitively identified

Video Platforms

1. YouTube

- Status: To be verified
- Note: No YouTube channel definitively identified

2. Vimeo

- Status: To be verified
- Note: Not identified in initial research

Audio Platforms

1. Podcast Platforms

- Status: To be verified
- Note: No podcast host role identified, but may have appeared as guest

Interview/Feature Platforms

1. RAPT Interviews

- Type: Interview feature
- URL: raptinterviews.com/features/mandy-smith
- Content: Interview discussing journey, pottery, faith, leadership
- Status: Active

2. CreativeMornings

- Type: Talk/presentation platform
- URL: creativemornings.com/talks/mandy-smith
- Content: “Paper Fantasy Worlds” talk
- Status: Active

Newsletter Platforms

1. Newsletter/Email List

- Status: To be verified
- Note: May exist through consulting website but not definitively identified

Blogging Platforms

1. Personal Blog

- Status: To be verified
- Note: May exist on mandysmithconsulting.com but not definitively identified

2. Medium

- Status: To be verified
- Note: Not identified in initial research

3. Substack

- Status: To be verified
- Note: Not identified in initial research

Content Form Discovery

Content Types Identified

1. Books

- “Confessions of an Amateur Saint: The Christian Leader’s Journey from Self-Sufficiency to Reliance on God”
- Format: Print and potentially digital
- Publisher: Deslegte

2. Interview Content

- RAPT Interviews feature
- CreativeMornings talk

3. Curated Content

- Pinterest board with writing prompts

4. Website Content

- Consulting services information
- Coaching offerings
- Workshop descriptions

Content Types To Be Verified

1. Articles/Blog Posts

- Status: Unknown
- Potential locations: Personal website, Medium, Substack, other platforms

2. Video Content

- Status: Unknown
- Potential locations: YouTube, Vimeo, embedded on website

3. Podcast Content

- Status: Unknown (may have appeared as guest)
- Potential locations: Various podcast platforms

4. Newsletter Content

- Status: Unknown
- Potential locations: Email list, Mailchimp, ConvertKit, Substack

5. Course/Training Materials

- Status: Unknown
- Potential locations: Personal website, Teachable, Thinkific, other LMS

6. Sermons/Talks

- Status: Unknown
- Note: No evidence of pastoral role, but may have given talks at events

7. Social Media Content

- Status: Partially identified (Pinterest)
- Other platforms: To be verified

Content Volume Assessment

Confirmed Content

- **Books:** 1 published book identified
- **Interviews:** 1 RAPT interview, 1 CreativeMornings talk
- **Curated Content:** 1 Pinterest board (340 writing prompts)
- **Websites:** 2 websites (consulting and design)

Content Volume Estimates

- **Articles/Blog Posts:** Unknown - to be verified
- **Video Content:** Unknown - to be verified
- **Podcast Episodes:** Unknown - may have appeared as guest
- **Newsletter Issues:** Unknown - to be verified
- **Courses/Training:** Unknown - to be verified
- **Social Media Posts:** Unknown - Pinterest board identified, other platforms to be verified

Content Frequency/Recency

- **Book Publication:** Date not definitively identified
- **Website Activity:** Active websites
- **Interview Activity:** RAPT and CreativeMornings features exist
- **Pinterest Activity:** Board exists with 340 prompts
- **Overall Activity:** Appears active but limited public content identified

Platform Distribution Summary

Owned Platforms

- mandysmithconsulting.com (owned domain)
- mandysmithdesign.com (owned domain, if same person)

Rented Platforms

- Pinterest (mandympb)
- Publisher platform (Deslegte)
- Interview platforms (RAPT, CreativeMornings)

Platform Fragmentation

Content appears distributed across:

- Personal consulting website
- Potential design website
- Publisher website

- Interview/feature platforms
- Social media (Pinterest)
- Potentially other platforms (to be verified)

Discoverability Notes

- **SEO Indicators:** To be assessed
- **Content Indexing:** Some content appears in search results
- **Social Sharing:** Limited social media presence identified
- **Backlinks:** Interview features provide some backlinks
- **Domain Authority:** To be assessed

Research Limitations

- Limited social media presence definitively identified
- Blog/article content not definitively located
- Video/podcast content not definitively identified
- Newsletter presence not verified
- Course/training materials not definitively located
- Some platforms may exist but not be easily discoverable through standard search

Next Steps for Further Discovery

1. Verify social media accounts (LinkedIn, Twitter/X, Facebook, Instagram)
 2. Search for blog content on personal website
 3. Search for video content (YouTube, Vimeo)
 4. Search for podcast appearances
 5. Verify newsletter presence
 6. Search for course/training materials
 7. Check Amazon, Goodreads for book listings
 8. Search for additional interview features or speaking engagements
 9. Verify if mandysmithdesign.com is same person
 10. Search for additional institutional affiliations
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Gap Analysis

Gap Analysis: Mandy Smith

Research Date: January 4, 2026

Embodied Work Indicators

Teaching/Speaking Engagements

- **Consulting Work:** 20+ years of leadership development and organizational culture transformation
- **Coaching Services:** Ongoing coaching sessions with leaders
- **Workshops:** Provides workshops and courses
- **Speaking:** Featured in interviews (RAPT, CreativeMornings)
- **Conference Speaking:** Potential conference speaking (not definitively identified)

Professional Roles

- **Leadership Consultant:** Partners with organizations and leaders
- **Author:** Published book on Christian leadership
- **Coach:** Offers leadership coaching
- **Workshop Facilitator:** Provides workshops and courses
- **Certified Practitioner:** DiSC and CliftonStrengths certified

Institutional Affiliations

- **Mandy Smith Consulting:** Own consulting business
- **Publisher:** Relationship with Deslegte (book publisher)
- **Limited Institutional Affiliations:** No clear church, seminary, or ministry organization affiliations identified

Published Works

- **Book:** “Confessions of an Amateur Saint” published
- **Print Presence:** Book available through publisher

Established Reputation/Recognition

- **20+ Years Experience:** Established track record in leadership development
- **Published Author:** Recognition through published book
- **Interview Features:** Recognition through interview features
- **Certifications:** Professional certifications (DiSC, CliftonStrengths)

Digital Expression Analysis

Embodied Work Representation

- **Book:** Book is published and available digitally (through publisher)
- **Website:** Consulting website represents services
- **Limited Content:** Relatively limited public content representing embodied work
- **Consulting Work:** Consulting and coaching work not extensively represented in public digital content
- **Workshop Content:** Workshop content not definitively identified in public digital space

Sermons/Talks Transcription

- **No Evidence of Pastoral Role:** No evidence of pastoral role or sermons
- **Talks/Interviews:** Some talks/interviews exist (RAPT, CreativeMornings) but limited
- **Workshop Content:** Workshop content not transcribed/published (not definitively identified)

Insights from Teaching Captured

- **Book:** Book captures insights from leadership work
- **Limited Article Content:** Limited evidence of articles capturing teaching insights
- **Interview Content:** Some insights captured in interviews
- **Workshop Insights:** Workshop insights not extensively captured in public content

Digital Extension of Live Teaching

- **Limited Extension:** Limited evidence of digital extension of live teaching/workshops
- **Website Services:** Website describes services but doesn't appear to extend teaching content
- **Course Content:** No course content definitively identified

Ideas from Books Developed Further

- **Limited Development:** Book themes not extensively developed in other digital formats

- **Interview References:** Interviews reference book themes but don't extensively develop them
- **Content Series:** No content series developing book themes identified

Continuity Between Content Forms

- **Limited Continuity:** Limited evidence of continuity between different content forms
- **Book and Consulting:** Book and consulting work may be connected but not clearly visible
- **Platform Fragmentation:** Content distributed across platforms without clear continuity

Gap Identification

What Exists in Embodied Work But Not Digitally

1. **Consulting Insights:** 20+ years of consulting insights not extensively captured in public content
2. **Coaching Wisdom:** Coaching wisdom and practices not extensively shared publicly
3. **Workshop Content:** Workshop content and materials not publicly available
4. **Case Studies:** Consulting case studies and examples not publicly shared
5. **Leadership Frameworks:** Leadership frameworks and methodologies not extensively documented
6. **Teaching Content:** Teaching content from workshops/courses not transcribed/published

7. **Speaking Content:** Speaking content not extensively captured (beyond limited interviews)

What Digital Content Exists But Isn't Connected

1. **Book and Website:** Book and website exist but not clearly interconnected
2. **Interview Content:** Interview content exists but not clearly linked to other content
3. **Pinterest Board:** Pinterest board exists but not clearly connected to other content
4. **Platform Content:** Content on different platforms not clearly connected

Opportunities for Digital Amplification

1. **Article Development:** Develop articles from book themes and consulting insights
2. **Blog Content:** Create blog content capturing teaching insights
3. **Video Content:** Create video content from workshops/talks
4. **Podcast Content:** Develop podcast content or appear more frequently as guest
5. **Course Content:** Develop course content from workshop materials
6. **Newsletter Content:** Create newsletter sharing insights and updates
7. **Content Series:** Develop content series expanding book themes
8. **Case Studies:** Share case studies and examples from consulting work
9. **Framework Documentation:** Document leadership frameworks and methodologies
10. **Teaching Transcription:** Transcribe and publish teaching content

Content Forms Missing

1. **Blog/Articles:** No definitive blog or article content identified
2. **Video Content:** No video content definitively identified
3. **Podcast Host:** No podcast host role identified
4. **Course Content:** No course content definitively identified
5. **Newsletter:** No newsletter definitively identified
6. **Content Series:** No content series identified
7. **Social Media Content:** Limited social media content (beyond Pinterest)

Discoverability Gaps

1. **Limited Content:** Relatively limited content available for discovery
2. **Platform Fragmentation:** Content distributed across platforms without clear hub
3. **SEO Opportunities:** Opportunities to improve SEO and discoverability
4. **Social Media Presence:** Limited social media presence for discoverability
5. **Backlink Profile:** Limited backlink profile
6. **Content Interconnection:** Limited content interconnection for discoverability

Connection Gaps

Content Isolation

- **Isolated Content:** Content appears somewhat isolated across platforms
- **Limited Cross-Reference:** Limited evidence of content cross-referencing

- **Platform Silos:** Content exists in platform silos without clear connection

Content Repurposing Opportunities

1. **Book to Articles:** Repurpose book content into articles
2. **Workshop to Course:** Repurpose workshop content into course
3. **Talks to Video:** Repurpose talks into video content
4. **Consulting Insights to Content:** Repurpose consulting insights into content
5. **Interview to Blog:** Expand interview content into blog posts
6. **Teaching to Transcription:** Transcribe teaching content for publication

Series Development Opportunities

1. **Book Themes:** Develop series expanding book themes
2. **Leadership Topics:** Develop series on leadership topics
3. **Confession Series:** Develop series on confession in leadership
4. **Vulnerability Series:** Develop series on vulnerability in leadership
5. **Spiritual Practices Series:** Develop series on spiritual practices in leadership

Theme Expansion Opportunities

1. **Self-Reliance Theme:** Expand self-reliance vs. God-reliance theme
2. **Confession Theme:** Expand confession in leadership theme
3. **Vulnerability Theme:** Expand vulnerability in leadership theme
4. **Creative Process Theme:** Expand creative process and faith theme

5. **Organizational Transformation Theme:** Expand organizational transformation theme

Research Limitations

- **Private Work:** Much consulting and coaching work may be private (not publicly visible)
 - **Limited Public Content:** Relatively limited public content available for analysis
 - **Content Behind Paywalls:** Some content may exist but not be publicly accessible
 - **Platform Gaps:** Some platforms may exist but not be easily discoverable
 - **Embodied Work Visibility:** Embodied work (consulting, coaching) not extensively visible in public content
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Identity Verification

Identity Verification: Mandy Smith

Research Date: January 4, 2026

Confidence Level: Medium

Primary Identity

Full Name: Mandy Smith

Primary Role: Leadership Consultant, Author, Christian Leadership Thought Leader

Location: Not definitively identified in initial research

Personal Background

Background: Leadership development and organizational culture transformation professional

Experience: Over two decades of experience in leadership development

Certifications:

- Certified DiSC practitioner
- Certified CliftonStrengths practitioner

Institutional Affiliations

1. Mandy Smith Consulting

- Role: Founder/Principal
- Type: Leadership development and organizational culture transformation consulting
- Website: mandysmithconsulting.com

2. Mandy Smith Design (potential separate entity or related work)

- Website: mandysmithdesign.com

- Note: May be related to design/creative work, or could be a different Mandy Smith

Published Works

1. **“Confessions of an Amateur Saint: The Christian Leader’s Journey from Self-Sufficiency to Reliance on God”**
 - Focus: Challenges Christian leaders face in a secular age
 - Themes: Self-reliance vs. reliance on God, vulnerability in leadership, confession in leadership
 - Publisher: Available through Deslegte (Dutch publisher)
 - Content: Personal stories, scriptural insights, prayers of confession

Professional Roles

- **Leadership Consultant:** Partners with organizations and leaders for development and transformation
- **Author:** Published book on Christian leadership
- **Speaker:** Featured in interviews and talks (RAPT Interviews, CreativeMornings)
- **Coach:** Offers leadership coaching services
- **Workshop Facilitator:** Provides workshops and courses
- **Design Professional:** May have design/creative work (mandysmithdesign.com)

Digital Presence Indicators

- **Primary Website:** mandysmithconsulting.com (active)
- **Secondary Website:** mandysmithdesign.com (may be related or separate entity)
- **Pinterest:** mandympb (writing prompts board)
- **Interview Features:** RAPT Interviews, CreativeMornings
- **Publisher Presence:** Deslegte (book publisher)

Educational Background

- Specific degrees not identified in initial research
- Certifications: DiSC and CliftonStrengths practitioner
- 20+ years of professional experience

Personal Information

- **Location:** Not definitively identified
- **Family:** Not identified in initial research

Distinguishing Factors

- Leadership consultant with focus on Christian leadership
- Author of book specifically addressing Christian leaders

- Certified in DiSC and CliftonStrengths assessments
- 20+ years of experience in leadership development
- Focus on organizational culture transformation
- Integration of faith and leadership in published work
- Creative work (pottery, paper art mentioned in interviews)

Identity Verification Notes

- Multiple sources confirm identity as leadership consultant and author
- Book title “Confessions of an Amateur Saint” provides strong verification marker
- Website presence (mandysmithconsulting.com) confirmed
- Interview features (RAPT, CreativeMornings) provide additional verification
- Alignment with Christian leadership context
- Medium confidence due to:
 - Potential ambiguity with mandysmithdesign.com (could be same person or different)
 - Limited geographic or institutional markers found
 - Name is common, requiring context-specific verification

Potential Ambiguity

- **Name Commonality:** “Mandy Smith” is a common name, requiring context-specific verification
- **Multiple Websites:** Both mandysmithconsulting.com and mandysmithdesign.com exist - unclear if same person or different individuals

- **Limited Geographic Markers:** No clear location indicators found in initial research
- **Limited Institutional Affiliations:** No clear church, seminary, or ministry organization affiliations identified beyond consulting business
- **Pastor/Minister Role:** No evidence found of pastoral or ministerial role in initial research, though book focuses on Christian leadership

Alignment with Movemental Context

- **Partial Alignment:** Author of Christian leadership book suggests alignment with Movemental's target audience
- **Leadership Focus:** Focus on Christian leadership development aligns with Movemental's audience
- **Limited Movement Context:** No clear evidence of church planting, missional movement, or discipleship movement focus found in initial research
- **Consulting vs. Ministry:** Primary role appears to be leadership consulting rather than pastoral ministry or movement leadership

Next Steps

- Continue with Phase 2: Digital Presence Discovery
- Verify if mandysmithdesign.com is same person or different individual
- Search for additional institutional affiliations (churches, ministries, seminaries)
- Identify social media presence (LinkedIn, Twitter/X, Facebook, Instagram)
- Catalog all digital content locations
- Verify book availability on Amazon, Goodreads, other platforms

- Search for podcast appearances or video content
 - Look for newsletter or blog content
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Movemental Analysis

Movemental-Specific Analysis: Mandy Smith

Research Date: January 4, 2026

Platform Gaps Assessment

Current Platform Limitations

1. **Platform Fragmentation:** Content distributed across multiple platforms without clear hub
2. **Limited Content Hub:** No clear content hub for all content
3. **Platform Ownership:** Mix of owned (websites) and rented (Pinterest, publisher, interview platforms)
4. **Limited Interconnection:** Limited interconnection between platforms

Platform Fragmentation

- **Multiple Websites:** Consulting website and potentially design website
- **Social Media:** Pinterest presence, other platforms to be verified
- **Publisher Platform:** Book on publisher website
- **Interview Platforms:** Content on RAPT and CreativeMornings
- **No Unified Hub:** No clear unified hub for all content

Platform Ownership

- **Owned Platforms:** mandysmithconsulting.com (owned), potentially mandysmithdesign.com
- **Rented Platforms:** Pinterest, publisher website, interview platforms
- **Content Control:** Some content on rented platforms (limited control)

Revenue Model Gaps

- **Consulting Revenue:** Primary revenue appears to be consulting/coaching
- **Book Revenue:** Book revenue through publisher
- **Limited Content Revenue:** No clear content monetization (courses, subscriptions, etc.)
- **Revenue Opportunities:** Opportunities for content-based revenue (courses, subscriptions, etc.)

Analytics Gaps

- **Limited Analytics Visibility:** Analytics not visible in public research
- **Platform Analytics:** Analytics likely exist per platform but not unified

- **Content Performance:** Limited visibility into content performance across platforms

Movemental Fit Analysis

Which Gaps Does Movemental Address?

1. **Platform Fragmentation:** Movemental provides unified platform for all content
2. **Content Hub:** Movemental provides clear content hub
3. **Content Interconnection:** Movemental enables content interconnection
4. **Content Repurposing:** Movemental supports content repurposing across forms
5. **Content Discovery:** Movemental improves content discoverability
6. **Network Effects:** Movemental provides network effects through platform
7. **Content Monetization:** Movemental supports content monetization options
8. **Unified Analytics:** Movemental provides unified analytics

What Would Meaningfully Change with Movemental?

1. **Unified Content Hub:** All content in one place
2. **Content Interconnection:** Content interconnected and cross-referenced
3. **Content Repurposing:** Easier content repurposing across forms
4. **Content Discovery:** Improved discoverability through platform
5. **Network Effects:** Connection to other Christian movement leaders

6. **Content Series:** Easier development of content series
7. **Content Monetization:** Options for content-based revenue
8. **Unified Analytics:** Unified view of content performance

What Would Remain Entirely the Person's

1. **Voice and Content:** All voice and content remains Mandy's
2. **Theological Positions:** All theological positions preserved
3. **Existing Content:** All existing content stays as-is
4. **Consulting Business:** Consulting business remains independent
5. **Client Relationships:** Client relationships remain intact
6. **Workshop Delivery:** Workshop delivery remains independent
7. **Coaching Practice:** Coaching practice remains independent
8. **Publisher Relationship:** Publisher relationship remains intact

How Would Network Effects Amplify Existing Content?

1. **Cross-Referencing:** Content cross-referenced with other leaders' content
2. **Discovery:** Content discovered through network connections
3. **Recommendations:** Content recommended through network
4. **Collaboration:** Opportunities for collaboration with other leaders
5. **Audience Growth:** Access to broader audience through network
6. **Content Amplification:** Content amplified through network sharing
7. **Thematic Connections:** Thematic connections with other leaders' content

What Content Could Be Repurposed or Expanded?

1. **Book Content:** Book content repurposed into articles, courses, series
2. **Consulting Insights:** Consulting insights repurposed into content
3. **Workshop Content:** Workshop content repurposed into courses, articles
4. **Interview Content:** Interview content expanded into articles, series
5. **Teaching Content:** Teaching content transcribed and published
6. **Leadership Frameworks:** Leadership frameworks documented and expanded
7. **Case Studies:** Case studies shared as content

Opportunity Identification

Content Repurposing Opportunities

1. **Sermons/Talks → Articles:** If talks exist, repurpose into articles
2. **Workshop → Courses:** Repurpose workshop content into courses
3. **Book → Articles:** Repurpose book content into article series
4. **Consulting Insights → Content:** Repurpose consulting insights into content
5. **Interview → Blog:** Expand interview content into blog posts
6. **Teaching → Transcription:** Transcribe teaching content for publication

Content Expansion Opportunities

1. **Book Themes:** Expand book themes into series

2. **Leadership Topics:** Expand leadership topics into series
3. **Confession Series:** Develop confession in leadership series
4. **Vulnerability Series:** Develop vulnerability in leadership series
5. **Spiritual Practices Series:** Develop spiritual practices in leadership series
6. **Organizational Transformation Series:** Develop organizational transformation series

Ecosystem Building Opportunities

1. **Content Interconnection:** Connect isolated content into ecosystem
2. **Cross-Platform Integration:** Integrate content across platforms
3. **Series Development:** Develop content series
4. **Thematic Connections:** Connect themes across content
5. **Content Hub:** Create unified content hub

Discovery Opportunities

1. **SEO Improvement:** Improve SEO through platform
2. **Network Effects:** Discoverability through network
3. **Content Interconnection:** Discoverability through content interconnection
4. **Social Sharing:** Improved social sharing through platform
5. **Backlink Profile:** Improved backlink profile through platform

Monetization Opportunities

1. **Course Content:** Monetize course content
2. **Subscription Content:** Subscription-based content

3. **Premium Content:** Premium content offerings
4. **Book Sales:** Enhanced book sales through platform
5. **Consulting Leads:** Consulting leads through platform

What Would NOT Change

Voice and Control

- **Voice:** All voice remains Mandy's
- **Content Control:** Full control over all content
- **Editorial Control:** Full editorial control
- **Publishing Control:** Control over what to publish

Theological Positions

- **Theological Positions:** All theological positions preserved
- **Faith Integration:** Faith integration approach preserved
- **Spiritual Practices:** Spiritual practices approach preserved
- **Leadership Philosophy:** Leadership philosophy preserved

Existing Content

- **Existing Content:** All existing content stays as-is
- **Book:** Book remains as published
- **Website:** Website can remain (or integrate)
- **Interviews:** Interview content remains

Relationships and Networks

- **Consulting Clients:** Consulting client relationships remain intact
- **Coaching Clients:** Coaching client relationships remain intact
- **Publisher Relationship:** Publisher relationship remains intact
- **Professional Network:** Professional network remains intact
- **Workshop Participants:** Workshop participant relationships remain intact

Business Operations

- **Consulting Business:** Consulting business remains independent
- **Coaching Practice:** Coaching practice remains independent
- **Workshop Delivery:** Workshop delivery remains independent
- **Revenue Streams:** Existing revenue streams remain

Movemental Alignment Assessment

Alignment with Movemental's Target Audience

- **Partial Alignment:** Author of Christian leadership book suggests alignment
- **Leadership Focus:** Leadership development focus aligns with audience
- **Limited Movement Context:** No clear movement (church planting, missional, discipleship) focus
- **Consulting vs. Ministry:** Primary role is consulting rather than pastoral ministry

Movemental Platform Capabilities Match

- **Content Hub:** Movemental provides content hub (addresses fragmentation)
- **Content Interconnection:** Movemental enables interconnection (addresses isolation)
- **Content Repurposing:** Movemental supports repurposing (addresses gaps)
- **Network Effects:** Movemental provides network (addresses limited connections)
- **Content Discovery:** Movemental improves discovery (addresses discoverability gaps)
- **Content Monetization:** Movemental supports monetization (addresses revenue gaps)

Potential Challenges

1. **Movement Context:** Limited movement context may affect network connections
2. **Consulting Focus:** Consulting focus may differ from typical Movemental user
3. **Content Volume:** Limited public content may affect platform value
4. **Platform Adoption:** May need to see value before adopting platform

Opportunities for Movemental

1. **Content Development:** Support content development from consulting insights
2. **Network Connection:** Connect with other Christian leaders
3. **Content Amplification:** Amplify existing content through platform
4. **Content Repurposing:** Support content repurposing across forms

5. **Ecosystem Building:** Support ecosystem building from isolated content

Research Limitations

- **Limited Public Content:** Relatively limited public content for analysis
 - **Private Work:** Much work may be private (consulting, coaching)
 - **Movement Context:** Limited movement context may affect assessment
 - **Platform Fit:** Platform fit may be clearer with more content or different focus
-

Sources

Sources: Mandy Smith

Research Date: January 4, 2026

Search Queries Used

1. “Mandy Smith” Christian author pastor
2. “Mandy Smith” theologian preacher movement
3. “Mandy Smith” speaker Christian ministry
4. “Mandy Smith” church planting missional

5. “Mandy Smith” pastor minister church
6. site:mandysmithconsulting.com
7. “Confessions of an Amateur Saint” Mandy Smith
8. Mandy Smith LinkedIn Christian leadership
9. Mandy Smith Twitter X Christian
10. Mandy Smith YouTube Christian leadership
11. “Mandy Smith” UCBC pastor Cincinnati
12. “Mandy Smith” “University Christian Church” pastor
13. Mandy Smith Amazon author page “Confessions of an Amateur Saint”
14. Mandy Smith Goodreads author
15. site:mandysmithconsulting.com blog articles
16. Mandy Smith Instagram Facebook social media
17. Mandy Smith podcast guest interview

Websites Consulted

1. [mandysmithconsulting.com](https://www.mandysmithconsulting.com)

- URL: <https://www.mandysmithconsulting.com>
- Type: Personal/Professional consulting website
- Content: Leadership development and organizational culture transformation services
- Status: Active

2. mandysmithdesign.com

- URL: <https://mandysmithdesign.com>
- Type: Design/creative website

- Content: Design and creative work
- Status: Active
- Note: Unclear if same person or different individual

3. **deslegte.com**

- URL: <https://www.deslegte.com/confessions-of-an-amateur-saint-the-christian-leader-s-journey-from-self-sufficiency-to-reliance-on-god-4189271/>
- Type: Publisher website
- Content: Book listing for “Confessions of an Amateur Saint”
- Status: Active

4. **raptinterviews.com**

- URL: <https://raptinterviews.com/features/mandy-smith>
- Type: Interview platform
- Content: Interview feature with Mandy Smith
- Status: Active

5. **creativemornings.com**

- URL: <https://creativemornings.com/talks/mandy-smith>
- Type: Talk/presentation platform
- Content: “Paper Fantasy Worlds” talk
- Status: Active

6. **Pinterest**

- URL: <https://br.pinterest.com/mandympb/writing-prompts/>
- Type: Social media platform
- Content: “340 Writing Prompts Ideas” board

- Username: mandympb
- Status: Active

Search Engines Used

- Google (primary)
- Web search tool (via OpenAI)

Content Sources

Book

- **Title:** “Confessions of an Amateur Saint: The Christian Leader’s Journey from Self-Sufficiency to Reliance on God”
- **Publisher:** Deslegte
- **Source:** deslegte.com
- **Status:** Published

Interviews

- **RAPT Interviews:** Feature interview discussing journey, pottery, faith, leadership
- **CreativeMornings:** “Paper Fantasy Worlds” talk

Websites

- **Consulting Website:** mandysmithconsulting.com

- **Design Website:** mandysmithdesign.com (potential separate entity)

Social Media

- **Pinterest:** mandympb (writing prompts board)

Sources Not Found or Verified

Social Media

- LinkedIn: Not definitively identified
- Twitter/X: Not definitively identified
- Facebook: Not definitively identified
- Instagram: Not definitively identified

Publishing Platforms

- Amazon Author Page: Not definitively identified
- Goodreads: Not definitively identified

Content Platforms

- Blog: Not definitively identified
- YouTube: Not definitively identified
- Vimeo: Not definitively identified
- Podcast: Not definitively identified (may have appeared as guest)
- Newsletter: Not definitively identified

- Course Platforms: Not definitively identified

Institutional Affiliations

- Church: Not definitively identified
- Seminary: Not definitively identified
- Ministry Organization: Not definitively identified

Research Methodology

Search Strategy

- Multiple search queries with various context terms
- Searches focused on Christian leadership, author, pastor, movement contexts
- Site-specific searches for known websites
- Platform-specific searches (LinkedIn, Twitter, YouTube, etc.)

Source Evaluation

- Prioritized official sources (personal websites, publisher website)
- Used interview features as supplementary context
- Noted ambiguity where multiple potential matches exist
- Documented sources that were not found or verified

Limitations

- Some platforms may exist but not be easily discoverable through standard search

- Private content (consulting, coaching) not accessible
- Some content may exist behind paywalls
- Social media accounts may exist but not be easily found
- Limited geographic or institutional markers for verification

Confidence Assessment

High Confidence Sources

- mandysmithconsulting.com (confirmed website)
- deslegte.com (confirmed book publisher)
- raptinterviews.com (confirmed interview)
- creativemornings.com (confirmed talk)
- Pinterest (confirmed board)

Medium Confidence Sources

- mandysmithdesign.com (unclear if same person)

Low Confidence/Unverified

- Social media accounts (not definitively identified)
- Blog content (not definitively identified)
- Video content (not definitively identified)
- Podcast content (not definitively identified)
- Newsletter (not definitively identified)
- Course content (not definitively identified)

Additional Research Needed

1. Verify social media accounts (LinkedIn, Twitter/X, Facebook, Instagram)
2. Search for blog content on personal website
3. Search for video content (YouTube, Vimeo)
4. Search for podcast appearances
5. Verify newsletter presence
6. Search for course/training materials
7. Check Amazon, Goodreads for book listings
8. Search for additional interview features or speaking engagements
9. Verify if mandysmithdesign.com is same person
10. Search for additional institutional affiliations
11. Search for church, seminary, or ministry organization affiliations
12. Search for geographic location indicators

Notes

- Research conducted using web search tools
- Some information may be outdated or incomplete
- Identity verification has some ambiguity (common name, limited markers)
- Digital presence may be evolving
- Some platforms may not be discoverable through standard search
- Much work (consulting, coaching) may be private and not publicly visible

Summary

Digital Reality Profile: Mandy Smith

Research Date: January 4, 2026

Confidence Level: Medium

Executive Summary

Mandy Smith is a leadership consultant and author with over two decades of experience in leadership development and organizational culture transformation. She is the author of “Confessions of an Amateur Saint: The Christian Leader’s Journey from Self-Sufficiency to Reliance on God,” which addresses the challenges Christian leaders face in a secular age, emphasizing the movement from self-reliance to reliance on God through confession and vulnerability in leadership.

Smith’s digital presence includes a consulting website (mandysmithconsulting.com), a published book, interview features on RAPT Interviews and CreativeMornings, and a Pinterest board. Her work focuses on Christian leadership development, integrating faith practices with leadership, and organizational transformation. However, her public digital content is relatively limited compared to her embodied work (20+ years of consulting, coaching, and workshops).

Key Findings:

- Leadership consultant with 20+ years of experience
- Published author of Christian leadership book
- Certified DiSC and CliftonStrengths practitioner
- Limited public digital content relative to embodied work
- Content distributed across multiple platforms without clear interconnection
- Focus on Christian leadership rather than movement-specific context (church planting, missional, discipleship)

Primary Opportunities:

- Content repurposing (consulting insights → articles, workshops → courses, book themes → series)
- Content expansion (developing book themes into content series)
- Content interconnection (connecting isolated content across platforms)
- Digital amplification of embodied work (consulting, coaching, workshops)
- Unified content platform for discoverability

Movemental Fit: Medium - Partial alignment with Movemental's target audience through Christian leadership focus, though limited movement-specific context. Opportunities exist for content development, repurposing, and network connection, though primary role is consulting rather than pastoral ministry or movement leadership.

Current Digital Presence

Website Presence

Primary Website: mandysmithconsulting.com (active, professional consulting website)

Secondary Website: mandysmithdesign.com (active, design/creative website - unclear if same person or different individual)

Publisher Presence: Deslegte (book publisher website)

Content Distribution

Books: 1 published book - “Confessions of an Amateur Saint: The Christian Leader’s Journey from Self-Sufficiency to Reliance on God”

Interview Content:

- RAPT Interviews feature (discussing journey, pottery, faith, leadership)
- CreativeMornings talk (“Paper Fantasy Worlds”)

Curated Content: Pinterest board (“340 Writing Prompts Ideas”)

Website Content: Consulting services information, coaching offerings, workshop descriptions

To Be Verified: Blog content, articles, video content, podcast content, newsletter content, course content, social media presence (beyond Pinterest)

Platform Distribution

Content distributed across:

- Personal consulting website
- Potential design website
- Publisher website
- Interview/feature platforms (RAPT, CreativeMornings)
- Social media (Pinterest)
- Potentially other platforms (to be verified)

Content Landscape

Content Forms

Books: 1 published work on Christian leadership

Interview Content: 2 interview features (RAPT, CreativeMornings)

Curated Content: 1 Pinterest board

Website Content: Professional consulting site with service offerings

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

Content Themes

Primary Themes:

1. Christian Leadership in Secular Age
2. Self-Sufficiency vs. Reliance on God
3. Vulnerability in Leadership
4. Confession in Leadership

5. Faith and Leadership Integration
6. Creative Process and Faith
7. Organizational Culture Transformation

Theological Focus: Christian leadership, spiritual formation, confession and repentance, dependence on God

Movement Focus: Limited movement-specific context (no clear evidence of church planting, missional movement, or discipleship movement focus). Focus appears to be on individual and organizational leadership transformation within Christian context.

Content Organization

Primary Platform: Consulting website appears to be main hub

Content Strategy: Service-oriented (consulting, coaching, workshops) rather than content-first

Content Interconnection: Limited - content appears somewhat isolated across platforms

Platform Fragmentation: Content distributed across multiple platforms without clear interconnection

Discoverability Assessment

SEO Indicators

- **Website Presence:** Active consulting website
- **Search Visibility:** Appears in search results when searching with context terms (name + Christian leadership)

- **Limited Content:** Relatively limited content available for indexing

Content Indexing

- **Search Results:** Some content appears in search results
- **Book Listing:** Book appears on publisher website
- **Interview Features:** Interview features appear in search results
- **Limited Overall:** Relatively limited content available for indexing

Social Sharing Indicators

- **Pinterest:** Active Pinterest board
- **Other Social Media:** Limited social media presence definitively identified
- **Sharing Potential:** Interview features provide shareable content

Backlinks and References

- **Interview Features:** RAPT and CreativeMornings provide backlinks
- **Publisher Website:** Publisher website provides reference
- **Limited Overall:** Relatively limited backlink profile identified

Gap Analysis

Embodied Work vs. Digital Expression

Embodied Work Indicators:

- 20+ years of leadership development and organizational culture transformation
- Ongoing coaching services with leaders
- Workshops and courses
- Published book
- Certified practitioner (DiSC, CliftonStrengths)
- Interview features and speaking

Digital Expression:

- Book is published and available digitally
- Consulting website represents services
- Limited public content representing embodied work
- Consulting and coaching work not extensively represented in public digital content
- Workshop content not definitively identified in public digital space

Primary Gaps Identified

1. **Consulting Insights:** 20+ years of consulting insights not extensively captured in public content
2. **Coaching Wisdom:** Coaching wisdom and practices not extensively shared publicly
3. **Workshop Content:** Workshop content and materials not publicly available
4. **Content Forms Missing:** Blog/articles, video content, podcast content, course content, newsletter not definitively identified
5. **Content Interconnection:** Content exists but isn't clearly connected across platforms

6. **Content Repurposing:** Limited repurposing of embodied work into digital content
7. **Content Expansion:** Limited expansion of book themes into other formats

Opportunities for Digital Amplification

1. **Article Development:** Develop articles from book themes and consulting insights
2. **Blog Content:** Create blog content capturing teaching insights
3. **Video Content:** Create video content from workshops/talks
4. **Podcast Content:** Develop podcast content or appear more frequently as guest
5. **Course Content:** Develop course content from workshop materials
6. **Newsletter Content:** Create newsletter sharing insights and updates
7. **Content Series:** Develop content series expanding book themes
8. **Case Studies:** Share case studies and examples from consulting work
9. **Framework Documentation:** Document leadership frameworks and methodologies
10. **Teaching Transcription:** Transcribe and publish teaching content

Connection Gaps

- **Content Isolation:** Content appears somewhat isolated across platforms
- **Limited Cross-Reference:** Limited evidence of content cross-referencing
- **Platform Silos:** Content exists in platform silos without clear connection

Movemental Opportunities

What Movemental Would Change

1. **Unified Content Hub:** All content in one place, addressing platform fragmentation
2. **Content Interconnection:** Content interconnected and cross-referenced, addressing isolation
3. **Content Repurposing:** Easier content repurposing across forms (book → articles, workshops → courses)
4. **Content Discovery:** Improved discoverability through platform and network effects
5. **Network Effects:** Connection to other Christian movement leaders
6. **Content Series:** Easier development of content series expanding book themes
7. **Content Monetization:** Options for content-based revenue (courses, subscriptions)
8. **Unified Analytics:** Unified view of content performance

What Would Remain the Same

1. **Voice and Content:** All voice and content remains Mandy's
2. **Theological Positions:** All theological positions preserved
3. **Existing Content:** All existing content stays as-is
4. **Consulting Business:** Consulting business remains independent
5. **Client Relationships:** Client relationships remain intact
6. **Workshop Delivery:** Workshop delivery remains independent

7. **Coaching Practice:** Coaching practice remains independent
8. **Publisher Relationship:** Publisher relationship remains intact

Specific Opportunities for Mandy Smith

1. **Content Development:** Support content development from 20+ years of consulting insights
2. **Content Repurposing:** Repurpose book content into articles, workshops into courses, consulting insights into content
3. **Content Expansion:** Expand book themes (confession, vulnerability, self-reliance) into content series
4. **Ecosystem Building:** Connect isolated content (book, interviews, website) into unified ecosystem
5. **Network Connection:** Connect with other Christian leaders through platform
6. **Content Amplification:** Amplify existing content through platform and network
7. **Discovery Improvement:** Improve discoverability through platform SEO and network effects

Network Effect Potential

- **Cross-Referencing:** Content cross-referenced with other leaders' content
- **Discovery:** Content discovered through network connections
- **Recommendations:** Content recommended through network
- **Collaboration:** Opportunities for collaboration with other leaders
- **Audience Growth:** Access to broader audience through network
- **Content Amplification:** Content amplified through network sharing
- **Thematic Connections:** Thematic connections with other leaders' content

What We Will NOT Do

Boundaries

- **Voice and Control:** All voice and content control remains entirely Mandy's
- **Theological Positions:** All theological positions are preserved
- **Existing Content:** All existing content stays as-is
- **Business Operations:** Consulting, coaching, and workshop delivery remain independent
- **Relationships:** All client relationships, publisher relationships, and professional networks remain intact
- **Revenue Streams:** Existing revenue streams remain unchanged
- **Editorial Control:** Full editorial and publishing control maintained

What Movemental Does Not Change

- **Consulting Business:** Consulting business remains independent
- **Coaching Practice:** Coaching practice remains independent
- **Workshop Delivery:** Workshop delivery remains independent
- **Publisher Relationship:** Publisher relationship remains intact
- **Professional Identity:** Professional identity and positioning remain unchanged
- **Content Ownership:** Full ownership and control of all content

Research Limitations

- **Limited Public Content:** Relatively limited public content available for analysis
- **Private Work:** Much consulting and coaching work may be private (not publicly visible)
- **Content Behind Paywalls:** Some content may exist but not be publicly accessible
- **Platform Gaps:** Some platforms may exist but not be easily discoverable through standard search
- **Identity Ambiguity:** Some ambiguity exists (common name, limited geographic/institutional markers, potential confusion with mandysmithdesign.com)
- **Movement Context:** Limited movement-specific context may affect network connections and platform fit assessment

Confidence Assessment

Confidence Level: Medium

Reasons:

- Multiple sources confirm identity as leadership consultant and author
- Book title provides strong verification marker
- Website presence confirmed
- Interview features provide additional verification
- Alignment with Christian leadership context
- Medium confidence due to:

- Potential ambiguity with mandysmithdesign.com (could be same person or different)
- Limited geographic or institutional markers found
- Name is common, requiring context-specific verification
- Limited movement-specific context
- Relatively limited public content identified

Research conducted: January 4, 2026

Confidence Level: Medium

Sources: See [sources.md](#)
