

# Brad Brisco - 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 think about mission and multiplication. You teach, write, and form leaders in missional ecclesiology and church multiplication.

I see your work at Send Network, where you lead multiplication strategies. You co-founded Forge Kansas City and the Sentralized Conference. Your books—including “Covocational Church Planting” and “Missional Essentials”—and your articles for New Churches and [ChurchLeaders.com](https://ChurchLeaders.com) are anchored at [missionalchurchnetwork.com](https://missionalchurchnetwork.com).

I notice you return to the connection between theology and practice: how missional thinking meets church planting strategy, how classroom teaching informs network leadership. Your work exists in college classrooms where you teach, at conferences where you speak, across your website and article platforms, in your published books.

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 published work. The patterns you see in practice may not flow into your written content.

Until very recently, bridging this gap meant creating systems, hiring help, and dedicating time that teachers and network 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: Brad Brisco**

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**Research Date:** January 4, 2026

# Content Thematic Analysis

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## Primary Themes

### 1. Missional Ecclesiology

- **Focus:** Understanding church as sent missionary people
- **Approach:** Transitioning from provider of religious services to active participant in God's mission
- **Evidence:** Doctoral thesis, multiple books, articles, teaching

### 2. Church Planting & Multiplication

- **Focus:** Strategies for church multiplication and planting
- **Approach:** Co-vocational and bivocational models
- **Evidence:** 20+ years experience, Director role at Send Network, books, articles

### 3. Co-Vocational Ministry

- **Focus:** Integration of marketplace work with ministry
- **Approach:** Encouraging church planters to engage in secular employment alongside ministry
- **Evidence:** Books (Covocational Church Planting), podcast appearances, articles

### 4. Missional Living & Practice

- **Focus:** Practical application of missional theology
- **Approach:** 12-week curriculum, small group resources

- **Evidence:** Missional Essentials curriculum, books, articles

## 5. Digital Ecclesiology

- **Focus:** Understanding church in digital age
- **Approach:** Deconstructing traditional church models
- **Evidence:** Podcast appearance on The Church Digital Podcast

## Theological Focus Areas

- **Missional Theology:** Central to all work
- **Ecclesiology:** Understanding of church nature and purpose
- **Practical Theology:** Application-focused approach
- **Church Planting Theology:** Specialized focus on multiplication

## Movement Focus

- **Church Planting:** Primary movement focus
- **Missional Movement:** Central to identity
- **Co-Vocational Movement:** Emerging emphasis
- **Multiplication Movement:** Strategic focus

## Recurring Topics

1. Transitioning churches to missional approach
2. Co-vocational and bivocational ministry models
3. Church multiplication strategies
4. Marketplace engagement
5. Missional essentials and practices

6. Digital ecclesiology
7. Theology of place
8. Apostolic movements

## Content Organization Analysis

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### Organization Patterns

#### By Platform

- **Personal Website** ([missionalchurchnetwork.com](http://missionalchurchnetwork.com)): Primary hub, likely organized by categories/topics
- **New Churches**: Articles organized by contributor
- **ChurchLeaders.com**: Articles organized by author
- **Books**: Thematic organization (missional essentials, quest, co-vocational, etc.)

### Content Strategy

- **Appears Strategic**: Regular contributions to multiple platforms
- **Thematic Consistency**: Consistent focus on missional ecclesiology and church planting
- **Multi-Format Approach**: Books, articles, podcasts, teaching

### Content Series

- **Missional Essentials**: 12-week curriculum (structured series)
- **Books**: Each book appears to be a developed series/theme

- **Articles:** Regular contributions (may have series, not fully determined)

## Content Interconnection

- **Cross-Platform:** Content appears across multiple platforms
- **Book-to-Article:** Books may inform articles (not fully verified)
- **Teaching-to-Content:** Teaching experience informs written content
- **Podcast-to-Article:** Podcast topics may align with written content

## Content Gaps (Observable)

- **Video Content:** Limited visibility (may exist but not prominently featured)
- **Course Content:** Teaching content not fully digitized/available
- **Sermon/Talk Content:** Not prominently featured (may exist)
- **Newsletter:** Not identified (may exist)

## Voice & Style Analysis

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### Writing Style

- **Accessible:** Practical, application-focused
- **Pastoral:** Caring, supportive tone
- **Academic Foundation:** Doctoral-level understanding, but accessible presentation
- **Practitioner-Focused:** Emphasizes practical application

## Tone

- **Encouraging:** Supportive of church leaders
- **Challenging:** Calls for paradigm shifts
- **Respectful:** Honors existing work while calling for change
- **Hopeful:** Forward-looking, positive

## Theological Positioning

- **Missional:** Central to theological framework
- **Evangelical:** Within evangelical tradition
- **Practical:** Application-oriented
- **Movement-Oriented:** Focused on multiplication and movement

## Audience Level

- **Practitioner:** Church planters, pastors, leaders
- **Popular:** Accessible to non-academic audience
- **Training:** Curriculum and training materials
- **Academic Foundation:** Doctoral-level understanding, accessible presentation

## Discoverability Assessment

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### SEO Indicators

- **Website:** [missionalchurchnetwork.com](http://missionalchurchnetwork.com) (domain authority not assessed)

- **Article Platforms:** New Churches, [ChurchLeaders.com](#) (established platforms)
- **Book Platforms:** Amazon, [ChristianBook.com](#) (high visibility)
- **URL Structure:** Not fully assessed

## Content Indexing

- **Search Results:** Appears in search results for relevant queries
- **Platform Visibility:** Content visible on established platforms
- **Book Visibility:** Books listed on major platforms

## Social Sharing Indicators

- **Podcast Appearances:** Content shared through podcast platforms
- **Social Media:** Likely presence (not fully verified)
- **Platform Sharing:** Articles on platforms with sharing capabilities

## Backlinks and References

- **Podcast Mentions:** Referenced in multiple podcasts
- **Platform Cross-References:** Content appears across platforms
- **Book References:** Books referenced in various contexts

## Domain Authority Indicators

- **Personal Website:** [missionalchurchnetwork.com](#) (authority not assessed)
- **Platform Presence:** Established platforms (New Churches, [ChurchLeaders.com](#))
- **Book Platforms:** High-authority platforms (Amazon, [ChristianBook.com](#))

# Ecosystem Analysis

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## Content Connections

### Working as Connected Ecosystem

- **Books Inform Articles:** Likely connection (not fully verified)
- **Teaching Informs Writing:** 18+ years teaching experience informs content
- **Podcast Topics Align:** Podcast appearances align with written content themes
- **Platform Cross-Pollination:** Content appears across multiple platforms

### Cross-References

- **Book-to-Book:** Books may reference each other (not fully verified)
- **Article-to-Book:** Articles may reference books (not fully verified)
- **Platform-to-Platform:** Content appears across platforms

### Connections to Other Authors/Leaders

- **Co-Authors:** Multiple co-authored books (collaborative approach)
- **Podcast Networks:** Appears on multiple podcasts (network connections)
- **Conference:** Sentralized Conference (network building)
- **Forge Kansas City:** Training center (network connections)

### Institutional Partnerships

- **Send Network/NAMB:** Current employer

- **Forge Kansas City:** Co-founder
- **Sentralized Conference:** Co-founder
- **Colleges/Universities:** 18+ years teaching (institutional connections)

## Community Engagement

- **Comments:** Not fully assessed (may exist on blog/platforms)
- **Discussions:** Not fully assessed
- **Forums:** Not identified
- **Training:** Forge Kansas City (community engagement through training)

## Content Quality Indicators

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### Depth

- **Academic Foundation:** Doctoral-level understanding
- **Practical Application:** Application-focused content
- **Experience-Based:** 20+ years church planting, 18+ years teaching

### Breadth

- **Multiple Formats:** Books, articles, podcasts, teaching
- **Multiple Platforms:** Personal website, article platforms, book platforms
- **Multiple Topics:** Missional ecclesiology, church planting, co-vocational ministry, digital ecclesiology

## **Consistency**

- **Thematic Consistency:** Consistent focus on missional ecclesiology
- **Voice Consistency:** Consistent accessible, practical voice
- **Platform Consistency:** Regular contributions across platforms

## **Notes**

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- Content organization patterns not fully assessed (would require deeper website analysis)
  - Content gaps may exist but not fully identified
  - Video content may exist but not prominently featured
  - Teaching content may be available but behind institutional access
  - Newsletter presence not identified (may exist)
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## **Digital Presence Discovery**

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# **Digital Presence Discovery: Brad Brisco**

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**Research Date:** January 4, 2026

# Website Presence

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## Primary Website

- **missionalchurchnetwork.com**
  - Personal/professional website
  - Contains blog, resources, about page
  - Primary digital hub for content

## Institutional Websites (Content Appears)

- **newchurches.com** - Contributor profile and articles
- **churchleaders.com** - Author profile and articles

## Platform Presence Discovery

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### Blogging Platforms

- **missionalchurchnetwork.com** - Personal blog (appears to be WordPress or similar)
- **Blogger.com** - Profile exists ([blogger.com/profile/13260894325252150384](https://blogger.com/profile/13260894325252150384))

### Publishing Platforms

- **Amazon** - Books available (co-authored works)
- **ChristianBook.com** - Books listed
- **New Churches** - Contributor platform with articles

## Social Media

- **Twitter/X** - Presence indicated (specific handle not confirmed in initial research)
- **LinkedIn** - Likely presence (not fully verified in initial research)

## Video Platforms

- **YouTube** - Likely presence (not fully cataloged in initial research)
- **Vimeo** - Possible presence (not confirmed)

## Audio/Podcast Platforms

- **Podcast Guest Appearances** (confirmed):
  - Shifting Culture Podcast (Episode 225)
  - The Church Digital Podcast (Episode 251)
  - The H2 Leadership Podcast (Episode 058)
  - The Ephesiology Podcast (Episode 199)
  - Into the Harvest (mentioned)
- **Apple Podcasts** - Appears as guest
- **Spotify** - Appears as guest
- **Amazon Music** - Appears as guest
- **Buzzsprout** - Appears as guest

## Article/Content Platforms

- **New Churches** ([newchurches.com](http://newchurches.com)) - Regular contributor
- **ChurchLeaders.com** - Author/contributor

- **Missional Church Network** ([missionalchurchnetwork.com](http://missionalchurchnetwork.com)) - Primary blog

## Conference/Event Platforms

- **Sentralized Conference** - Co-founder (Kansas City)
- Conference speaking engagements (not fully cataloged)

## Content Form Discovery

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### Articles/Blog Posts

- **Location:** [missionalchurchnetwork.com](http://missionalchurchnetwork.com), [newchurches.com](http://newchurches.com), [churchleaders.com](http://churchleaders.com)
- **Volume:** Regular contributor (exact count not determined in initial research)
- **Topics:** Co-vocational ministry, church multiplication, missional church, church planting

### Books (Co-authored)

1. **Missional Essentials** - 12-week small group curriculum
2. **The Missional Quest: Becoming a Church of the Long Run**
3. **Next Door As It Is In Heaven**
4. **ReThink: 9 Key Paradigm Shifts for Activating the Church**
5. **Covocational Church Planting**

### Podcast Appearances

- **Confirmed Episodes:** 5+ episodes across multiple podcasts

- **Topics Discussed:**
  - Future of church planting in North America
  - Digital ecclesiology and deconstructing church
  - Bivocational and covocational ministry
  - Co-vocational missionary living
  - Money and ministry

## Teaching Content

- **College Courses:** 18+ years teaching experience
- **Course Topics:** History of Christianity, Religion in America, Life of Paul, Discipleship and Evangelism, Theology of Place, Launching Apostolic Movements, Worship
- **Digital Availability:** Not fully determined (may be behind institutional LMS)

## Conference Content

- **Sentralized Conference** - Co-founder
- **Speaking Engagements:** Regular speaker (not fully cataloged)
- **Content Availability:** Not fully determined

## Content Volume Assessment

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### Published Articles/Blog Posts

- **Estimated Volume:** Regular contributor (dozens to hundreds of articles possible)

- **Frequency:** Regular (exact frequency not determined)
- **Recency:** Active (2024-2025 appearances confirmed)

## Published Books

- **Count:** 5 co-authored books confirmed
- **Formats:** Print and digital (Amazon, [ChristianBook.com](#))

## Podcast Episodes

- **Guest Appearances:** 5+ confirmed episodes
- **Platforms:** Multiple podcast platforms

## Teaching Content

- **Years:** 18+ years
- **Courses:** Multiple courses taught
- **Digital Availability:** Unknown (may be institutional)

## Video Content

- **Estimated Volume:** Unknown (not fully cataloged)
- **Platforms:** YouTube likely, not confirmed

# Platform Distribution

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| Platform Type    | Platform   | Status         | Content Type       |
|------------------|--|----------------|--------------------|
| Personal Website | <a href="http://missionalchurchnetwork.com">missionalchurchnetwork.com</a> | Active         | Blog, Resources    |
| Blogging         | <a href="http://Blogger.com">Blogger.com</a>                               | Profile exists | Blog               |
| Publishing       | Amazon   | Active         | Books              |
| Publishing       | <a href="http://ChristianBook.com">ChristianBook.com</a>                   | Active         | Books              |
| Articles         | <a href="http://newchurches.com">newchurches.com</a>                       | Active         | Articles           |
| Articles         | <a href="http://churchleaders.com">churchleaders.com</a>                   | Active         | Articles           |
| Podcasts         | Multiple platforms   | Active         | Guest appearances  |
| Social Media     | Twitter/X  | Likely         | Social content     |
| Social Media     | LinkedIn   | Likely         | Professional       |
| Video            | YouTube  | Possible       | Video content      |
| Conference       | Sentralized  | Active         | Conference content |

# **Content Frequency/Recency**

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- **Articles:** Regular contributor (active)
- **Books:** 5 published works (ongoing)
- **Podcasts:** Recent appearances (2024-2025)
- **Teaching:** 18+ years (ongoing)
- **Conference:** Sentralized (ongoing)

## **Notes**

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- Some platforms may require deeper investigation to fully catalog
  - Social media presence not fully verified
  - Video content not fully cataloged
  - Teaching content may be behind institutional access
  - Conference content availability not fully determined
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## **Gap Analysis**

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### **Gap Analysis: Brad Brisco**

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**Research Date:** January 4, 2026

# Embodied Work Indicators

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## Teaching/Speaking Engagements

- **College-Level Teaching:** 18+ years teaching experience
  - History of Christianity
  - Religion in America
  - Life of Paul
  - Discipleship and Evangelism
  - Theology of Place
  - Launching Apostolic Movements
  - Worship
- **Conference Speaking:** Sentralized Conference (co-founder), other conferences
- **Podcast Appearances:** 5+ confirmed episodes across multiple podcasts
- **Training:** Forge Kansas City (missional training center)

## Professional/Ministry Roles

- **Current Role:** Director of Multiplication Strategies, Send Network
- **Previous Role:** Director of Bivocational Church Planting, NAMB
- **Church Planting:** 20+ years experience
- **Strategic Leadership:** Developing church multiplication strategies

## Institutional Affiliations

- **Send Network/NAMB:** Current employer

- **Forge Kansas City:** Co-founder
- **Sentralized Conference:** Co-founder
- **Colleges/Universities:** 18+ years teaching

## Movement/Network Participation

- **Missional Movement:** Central to identity and work
- **Church Planting Network:** Strategic leadership role
- **Training Network:** Forge Kansas City
- **Conference Network:** Sentralized Conference

## Book Publications

- **5 Co-Authored Books:** Published works
- **Print Presence:** Books available on Amazon, [ChristianBook.com](http://ChristianBook.com)
- **Digital Presence:** Books available in digital formats

## Established Reputation/Recognition

- **Thought Leader:** Recognized in missional ecclesiology
- **Author:** Multiple published works
- **Strategic Leader:** Director-level role in major organization
- **Teacher:** 18+ years teaching experience
- **Practitioner:** 20+ years church planting experience

# Digital Expression Analysis

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## Embodied Work Representation

### Teaching Content

- **Digital Availability:** Not fully determined
- **Course Content:** May be behind institutional LMS
- **Teaching Materials:** Not prominently featured online
- **Gap:** 18+ years of teaching content may not be fully digitized/accessible

### Speaking/Training Content

- **Conference Content:** Centralized Conference content availability not fully determined
- **Training Content:** Forge Kansas City training content availability not fully determined
- **Sermon/Talk Content:** Not prominently featured (may exist but not easily discoverable)
- **Gap:** Speaking/training content may not be fully captured digitally

### Strategic Leadership Content

- **Strategy Content:** Role involves developing strategies, but strategy content not prominently featured
- **Gap:** Strategic insights may not be fully captured in digital content

# **Content Form Gaps**

## **Articles from Teaching**

- **Status:** Articles exist, but may not fully capture 18+ years of teaching content
- **Gap:** Teaching insights may not be fully translated to articles

## **Articles from Speaking**

- **Status:** Articles exist, but speaking content may not be fully transcribed/published
- **Gap:** Speaking insights may not be fully captured in articles

## **Courses from Teaching**

- **Status:** Teaching experience exists, but structured courses not prominently featured
- **Gap:** Teaching content may not be developed into standalone courses

## **Video Content**

- **Status:** Video content not prominently featured
- **Gap:** Teaching, speaking, training content may not be captured in video format

## **Newsletter**

- **Status:** Newsletter not identified
- **Gap:** Regular communication channel may not exist

# Content Connection Gaps

## Isolated Content Pieces

- **Books:** May exist as standalone works
- **Articles:** May exist as standalone pieces
- **Podcast Appearances:** May exist as standalone appearances
- **Gap:** Content may not be fully interconnected

## Content Repurposing Opportunities

- **Teaching to Articles:** 18+ years of teaching may have content that could be articles
- **Speaking to Articles:** Speaking engagements may have content that could be articles
- **Articles to Courses:** Articles may have content that could be developed into courses
- **Podcast to Articles:** Podcast appearances may have content that could be articles
- **Gap:** Content may not be fully repurposed across formats

## Series Development Opportunities

- **Teaching Series:** Teaching content may have series that could be developed
- **Article Series:** Articles may have series that could be developed
- **Gap:** Series may not be fully developed or connected

## Theme Expansion Opportunities

- **Missional Ecclesiology:** Central theme, but may have expansion opportunities

- **Church Planting:** Central theme, but may have expansion opportunities
- **Co-Vocational Ministry:** Emerging theme, may have expansion opportunities
- **Gap:** Themes may not be fully expanded or developed

## Discoverability Gaps

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### SEO Gaps

- **Personal Website:** Domain authority not assessed, may have SEO opportunities
- **Content Indexing:** Some content may not be fully indexed
- **Gap:** Discoverability may be limited

### Platform Fragmentation

- **Multiple Platforms:** Content exists across multiple platforms
- **Owned vs. Rented:** Mix of owned (personal website) and rented (article platforms)
- **Gap:** Content may be fragmented across platforms

### Content Aggregation

- **Central Hub:** Personal website exists, but may not fully aggregate all content
- **Gap:** Content may not be fully aggregated in one place

# Connection and Ecosystem Gaps

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## Content Interconnection

- **Cross-Platform:** Content exists across platforms, but may not be fully interconnected
- **Cross-Format:** Content exists in multiple formats, but may not be fully interconnected
- **Gap:** Content may not be fully connected across platforms and formats

## Community Engagement

- **Comments:** Not fully assessed
- **Discussions:** Not fully assessed
- **Forums:** Not identified
- **Gap:** Community engagement may be limited

## Network Effects

- **Individual Content:** Content exists, but may not fully leverage network effects
- **Platform Effects:** Content on platforms, but may not fully leverage platform effects
- **Gap:** Network effects may not be fully leveraged

## Opportunities for Digital

# Amplification

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## Content Development

- **Teaching Content:** 18+ years of teaching content could be developed into digital courses
- **Speaking Content:** Speaking engagements could be transcribed and published
- **Training Content:** Forge Kansas City training could be developed into digital courses
- **Strategy Content:** Strategic insights could be developed into articles/courses

## Content Repurposing

- **Teaching to Articles:** Teaching content could be repurposed into articles
- **Speaking to Articles:** Speaking content could be repurposed into articles
- **Articles to Courses:** Articles could be developed into courses
- **Podcast to Articles:** Podcast appearances could be repurposed into articles

## Content Expansion

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

## **Discoverability Enhancement**

- **SEO Optimization:** Personal website and content could be optimized for SEO
- **Content Aggregation:** Content could be aggregated in central hub
- **Platform Optimization:** Content could be optimized for platform discoverability

## **Connection Enhancement**

- **Content Interconnection:** Content could be more fully interconnected
- **Community Engagement:** Community engagement could be enhanced
- **Network Effects:** Network effects could be more fully leveraged

## **What Exists in Embodied Work But Not Digitally**

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### **Teaching Content**

- **18+ Years of Teaching:** Extensive teaching content may not be fully digitized
- **Course Materials:** Course materials may not be fully available online
- **Teaching Insights:** Teaching insights may not be fully captured in digital content

## **Speaking/Training Content**

- **Conference Content:** Conference content may not be fully captured digitally
- **Training Content:** Forge Kansas City training may not be fully available online
- **Sermon/Talk Content:** Sermon/talk content may not be prominently featured

## **Strategic Leadership Content**

- **Strategy Insights:** Strategic insights may not be fully captured in digital content
- **Leadership Content:** Leadership content may not be fully developed

## **Community Engagement**

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

# What Digital Content Exists But Isn't Connected

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## Platform Fragmentation

- **Multiple Platforms:** Content exists across multiple platforms but may not be fully connected
- **Owned vs. Rented:** Mix of owned and rented platforms may create fragmentation

## Format Fragmentation

- **Multiple Formats:** Content exists in multiple formats but may not be fully connected
- **Books, Articles, Podcasts:** Different formats may not be fully interconnected

## Theme Fragmentation

- **Multiple Themes:** Content exists around multiple themes but may not be fully connected
- **Missional, Church Planting, Co-Vocational:** Themes may not be fully interconnected

## Notes

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- Gap analysis based on publicly available information

- Some gaps may be addressed but not publicly visible
  - Teaching content may be available but behind institutional access
  - Video content may exist but not prominently featured
  - Newsletter may exist but not identified
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## Identity Verification

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# Identity Verification: Brad Brisco

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**Research Date:** January 4, 2026

**Confidence Level:** High

## Identity Confirmation

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**Full Name:** Brad Brisco

**Primary Identity:** Church planting strategist, author, and missional ecclesiology expert

# Basic Identifiers

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## Location

- **Primary Location:** Kansas City, Kansas/Missouri area
- **Geographic Indicators:**
  - Co-founder of Forge Kansas City (missional training center)
  - Co-founder of Sentralized conference (Kansas City)
  - Church planting strategist for network of churches in Kansas City

## Professional Roles

- **Current Role:** Director of Multiplication Strategies, Send Network (North American Mission Board)
- **Previous Role:** Director of Bivocational Church Planting, North American Mission Board
- **Additional Roles:**
  - Church planting strategist (20+ years experience)
  - College-level instructor (18+ years)
  - Co-founder of Forge Kansas City
  - Co-founder of Sentralized conference

## Educational Background

- **Doctorate:** Doctor of Ministry (D.Min.) in Missional Ecclesiology
- **Thesis Focus:** Assisting existing congregations in transitioning toward a missional direction

## Institutional Affiliations

- **Send Network** (North American Mission Board) - Current employer
- **Forge Kansas City** - Co-founder
- **Sentralized Conference** - Co-founder
- Various colleges/universities (18+ years teaching experience)

## Distinguishing Factors

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### Alignment with Movemental's Target Audience

- **Strong Match:** Thought leader in Christian movement
- **Author:** Multiple co-authored books on missional church
- **Teacher/Speaker:** 18+ years teaching, frequent podcast guest
- **Practitioner:** 20+ years church planting experience
- **Movement Focus:** Missional ecclesiology, church planting, co-vocational ministry

### Published Works (Co-authored)

1. **Missional Essentials** - 12-week small group curriculum
2. **The Missional Quest: Becoming a Church of the Long Run**
3. **Next Door As It Is In Heaven**
4. **ReThink: 9 Key Paradigm Shifts for Activating the Church**
5. **Covocation Church Planting**

## Professional Background

- Transitioned from restaurant industry to ministry
- Extensive teaching experience in:
  - History of Christianity
  - Religion in America
  - Life of Paul
  - Discipleship and Evangelism
  - Theology of Place
  - Launching Apostolic Movements
  - Worship

## Identity Verification Sources

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### Primary Sources

- Official website: [missionalchurchnetwork.com](http://missionalchurchnetwork.com)
- New Churches contributor profile: [newchurches.com/contributor/brad-brisco](http://newchurches.com/contributor/brad-brisco)
- [ChurchLeaders.com](http://ChurchLeaders.com) author profile: [churchleaders.com/author/brad-brisco](http://churchleaders.com/author/brad-brisco)

### Cross-Referenced Information

- Multiple sources confirm same identity
- Consistent information across platforms
- Professional roles align across sources
- Published works consistently listed

# Potential Ambiguity

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**None Identified:** All sources point to the same individual. No conflicting identities found. The combination of:

- Specific location (Kansas City)
- Unique role (Director of Multiplication Strategies, Send Network)
- Specific published works
- Co-founder of Forge Kansas City and Sentralized conference

...creates a clear, unambiguous identity match.

## Confidence Assessment

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**Confidence Level: High**

**Reasoning:**

- Multiple authoritative sources confirm identity
- Clear professional role and affiliations
- Distinctive combination of roles and locations
- Published works provide additional verification
- No conflicting identities found
- Strong alignment with Movemental's target audience

# Notes

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- Some sources reference “Director of Bivocational Church Planting” while others reference “Director of Multiplication Strategies” - this appears to be a role evolution/promotion within the same organization (North American Mission Board/Send Network)
  - All sources consistently reference Kansas City location and Forge Kansas City co-founding role
  - Teaching experience consistently cited as 18+ years across multiple sources
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## Movemental Analysis

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### Movemental-Specific Analysis: Brad Brisco

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**Research Date:** January 4, 2026

# Platform Gaps Assessment

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## Current Platform Limitations

### Platform Fragmentation

- **Multiple Platforms:** Content exists across multiple platforms (personal website, article platforms, book platforms, podcast platforms)
- **Owned vs. Rented:** Mix of owned ([missionalchurchnetwork.com](#)) and rented (New Churches, [ChurchLeaders.com](#), Amazon, etc.)
- **Fragmentation Impact:** Content may be scattered, making it difficult for users to find all content in one place

### Platform Ownership

- **Owned Platform:** [missionalchurchnetwork.com](#) (personal website)
- **Rented Platforms:** New Churches, [ChurchLeaders.com](#), Amazon, podcast platforms
- **Ownership Impact:** Some content exists on platforms where control is limited

### Revenue Model Gaps

- **Books:** Revenue through traditional book sales (Amazon, [ChristianBook.com](#))
- **Articles:** Likely no direct revenue from articles (platform-based)
- **Teaching:** Revenue through institutional teaching (not directly monetized content)
- **Gap:** Limited direct monetization of digital content (beyond books)

## **Analytics Gaps**

- **Platform Analytics:** Analytics may be limited to individual platforms
- **Cross-Platform Analytics:** May not have unified analytics across all platforms
- **Gap:** May not have comprehensive view of content performance across all platforms

## **Platform-Specific Opportunities**

### **Content Aggregation**

- **Current State:** Content exists across multiple platforms
- **Opportunity:** Movemental could aggregate all content in one place
- **Benefit:** Users could find all content in one location

### **Platform Ownership**

- **Current State:** Mix of owned and rented platforms
- **Opportunity:** Movemental could provide owned platform for all content
- **Benefit:** Full control over content presentation and distribution

### **Revenue Model Enhancement**

- **Current State:** Limited direct monetization (primarily books)
- **Opportunity:** Movemental could enable subscriptions, courses, premium content
- **Benefit:** Additional revenue streams beyond book sales

## **Analytics Enhancement**

- **Current State:** Platform-specific analytics
- **Opportunity:** Movemental could provide unified analytics
- **Benefit:** Comprehensive view of content performance

## **Movemental Fit Analysis**

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

#### **Content Aggregation**

- **Gap:** Content exists across multiple platforms
- **Movemental Solution:** Unified platform for all content
- **Fit:** Strong - addresses platform fragmentation

#### **Content Interconnection**

- **Gap:** Content may not be fully interconnected
- **Movemental Solution:** Platform designed for content interconnection
- **Fit:** Strong - addresses content fragmentation

#### **Content Repurposing**

- **Gap:** Content may not be fully repurposed across formats
- **Movemental Solution:** Platform designed for content repurposing
- **Fit:** Strong - addresses repurposing opportunities

## **Discoverability**

- **Gap:** Content may not be fully discoverable
- **Movemental Solution:** Platform designed for discoverability and network effects
- **Fit:** Strong - addresses discoverability gaps

## **Revenue Model**

- **Gap:** Limited direct monetization
- **Movemental Solution:** Platform designed for subscriptions, courses, premium content
- **Fit:** Strong - addresses revenue model gaps

## **Analytics**

- **Gap:** Platform-specific analytics
- **Movemental Solution:** Unified analytics
- **Fit:** Strong - addresses analytics gaps

## **What Would Meaningfully Change with Movemental?**

### **Content Organization**

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

## **Content Interconnection**

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

## **Content Repurposing**

- **Current:** Content may not be fully repurposed
- **With Movemental:** Platform designed for repurposing
- **Change:** Enhanced content utilization

## **Discoverability**

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

## **Revenue Model**

- **Current:** Limited direct monetization
- **With Movemental:** Subscriptions, courses, premium content
- **Change:** Additional revenue streams

## **Analytics**

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

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

## **Voice and Content**

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

## **Theological Positions**

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

## **Existing Content**

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

## **Relationships and Networks**

- **Remains:** All relationships and networks remain intact
- **Preserved:** Network integrity

## **Teaching and Speaking**

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

## **Institutional Affiliations**

- **Remains:** All institutional affiliations continue
- **Preserved:** Professional relationships

# Network Effect Potential

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## Content Amplification

- **Current:** Content exists individually
- **With Movemental:** Content could be amplified through network effects
- **Potential:** High - content could reach broader audience through network

## Content Discovery

- **Current:** Content discovery limited to individual platforms
- **With Movemental:** Content discovery enhanced through network effects
- **Potential:** High - content could be discovered through network connections

## Content Collaboration

- **Current:** Co-authored books, but limited collaboration
- **With Movemental:** Enhanced collaboration opportunities through network
- **Potential:** Medium - network could enable new collaboration opportunities

## Content Cross-Pollination

- **Current:** Content exists in silos
- **With Movemental:** Content could cross-pollinate through network
- **Potential:** High - content could benefit from network cross-pollination

# Opportunity Identification

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## Content Repurposing Opportunities

### Teaching to Articles

- **Opportunity:** 18+ years of teaching content could be repurposed into articles
- **Movemental Enablement:** Platform designed for content repurposing
- **Potential:** High - extensive teaching content available

### Speaking to Articles

- **Opportunity:** Speaking engagements could be transcribed and published as articles
- **Movemental Enablement:** Platform designed for content repurposing
- **Potential:** Medium - speaking content available

### Articles to Courses

- **Opportunity:** Articles could be developed into courses
- **Movemental Enablement:** Platform designed for course creation
- **Potential:** High - articles could be developed into structured courses

### Podcast to Articles

- **Opportunity:** Podcast appearances could be repurposed into articles
- **Movemental Enablement:** Platform designed for content repurposing
- **Potential:** Medium - podcast content available

# **Content Expansion Opportunities**

## **Series Development**

- **Opportunity:** Content could be developed into series
- **Movemental Enablement:** Platform designed for series development
- **Potential:** High - content themes could be developed into series

## **Theme Expansion**

- **Opportunity:** Themes could be expanded and developed
- **Movemental Enablement:** Platform designed for theme development
- **Potential:** High - multiple themes could be expanded

## **Format Expansion**

- **Opportunity:** Content could be expanded into additional formats (video, courses, etc.)
- **Movemental Enablement:** Platform designed for multiple formats
- **Potential:** High - content could be expanded into multiple formats

# **Ecosystem Building Opportunities**

## **Content Interconnection**

- **Opportunity:** Content could be more fully interconnected
- **Movemental Enablement:** Platform designed for content interconnection
- **Potential:** High - content could be more fully connected

## Community Engagement

- **Opportunity:** Community engagement could be enhanced
- **Movemental Enablement:** Platform designed for community engagement
- **Potential:** Medium - community engagement could be enhanced

## Network Effects

- **Opportunity:** Network effects could be more fully leveraged
- **Movemental Enablement:** Platform designed for network effects
- **Potential:** High - network effects could amplify content

## Discovery Opportunities

### SEO Enhancement

- **Opportunity:** Content could be optimized for SEO
- **Movemental Enablement:** Platform designed for SEO optimization
- **Potential:** High - SEO could enhance discoverability

### Content Aggregation

- **Opportunity:** Content could be aggregated in central hub
- **Movemental Enablement:** Platform designed for content aggregation
- **Potential:** High - content could be more easily discovered

### Platform Optimization

- **Opportunity:** Content could be optimized for platform discoverability
- **Movemental Enablement:** Platform designed for discoverability

- **Potential:** High - platform optimization could enhance discovery

## Monetization Opportunities

### Subscriptions

- **Opportunity:** Subscription model for premium content
- **Movemental Enablement:** Platform designed for subscriptions
- **Potential:** Medium - subscription model could provide additional revenue

### Courses

- **Opportunity:** Teaching content could be developed into courses
- **Movemental Enablement:** Platform designed for course creation
- **Potential:** High - extensive teaching content available

### Premium Content

- **Opportunity:** Premium content offerings
- **Movemental Enablement:** Platform designed for premium content
- **Potential:** Medium - premium content could provide additional revenue

## What Would NOT Change

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### Content Ownership

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

## Voice and Style

- **Remains:** All content remains Brad's voice and style
- **Preserved:** Content authenticity

## Theological Positions

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

## Existing Content

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

## Relationships and Networks

- **Remains:** All relationships and networks remain intact
- **Preserved:** Network integrity

## Teaching and Speaking

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

## Institutional Affiliations

- **Remains:** All institutional affiliations continue
- **Preserved:** Professional relationships

## Books

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

## Movemental-Specific Recommendations

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### High-Priority Opportunities

1. **Content Aggregation:** Aggregate all content in one place
2. **Content Repurposing:** Repurpose teaching and speaking content into articles and courses
3. **Course Development:** Develop teaching content into structured courses
4. **Content Interconnection:** Interconnect content across platforms and formats
5. **Discoverability Enhancement:** Enhance discoverability through SEO and network effects

### Medium-Priority Opportunities

1. **Subscription Model:** Develop subscription model for premium content
2. **Community Engagement:** Enhance community engagement through platform
3. **Video Content:** Develop video content from teaching and speaking
4. **Newsletter:** Develop newsletter for regular communication

5. **Analytics Enhancement:** Enhance analytics through unified platform

## Low-Priority Opportunities

1. **Format Expansion:** Expand content into additional formats
2. **Theme Expansion:** Expand themes into additional content
3. **Series Development:** Develop content into structured series
4. **Collaboration Enhancement:** Enhance collaboration through network
5. **Platform Optimization:** Optimize content for platform discoverability

## Notes

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- Analysis based on publicly available information
  - Some opportunities may be addressed but not publicly visible
  - Movemental fit is strong given content volume and platform fragmentation
  - Network effect potential is high given content quality and themes
  - Revenue model opportunities exist given content volume and teaching experience
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## Sources

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### Sources: Brad Brisco

# Research

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**Research Date:** January 4, 2026

**Research Methodology:** Web search using multiple search engines and queries

## Search Queries Used

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### Phase 1: Identity Verification

1. “Brad Brisco” Christian
2. “Brad Brisco” author
3. “Brad Brisco” pastor
4. “Brad Brisco” missional
5. “Brad Brisco” church planting

### Phase 2: Digital Presence Discovery

6. Brad Brisco [missionalchurchnetwork.com](http://missionalchurchnetwork.com) website
7. Brad Brisco Twitter X social media
8. “Brad Brisco” books Amazon
9. Brad Brisco podcast appearances
10. Brad Brisco YouTube videos
11. site:missionalchurchnetwork.com Brad Brisco articles blog
12. site:newchurches.com “Brad Brisco” articles
13. site:churchleaders.com “Brad Brisco” articles

14. Brad Brisco LinkedIn profile
15. "Brad Brisco" "Covocation Church Planting" book

## Primary Sources

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### Websites

1. **missionalchurchnetwork.com**
  - Personal/professional website
  - URL: <https://www.missionalchurchnetwork.com/about/>
  - Content: Blog, resources, about page
2. **newchurches.com**
  - Contributor profile and articles
  - URL: <https://www.newchurches.com/contributor/brad-brisco/>
  - Content: Articles, contributor profile
3. **churchleaders.com**
  - Author profile and articles
  - URL: <https://churchleaders.com/author/brad-brisco>
  - Content: Articles, author profile

### Publishing Platforms

4. **Amazon**
  - Books available

- Content: Co-authored books

## 5. [ChristianBook.com](#)

- Books listed
- URL: <https://www.christianbook.com/missional-essentials-guide-experiencing-mission-study/brad-brisco/9780834151123/pd/151123>
- Content: Books

# Blogging Platforms

## 6. [Blogger.com](#)

- Profile exists
- URL: <https://www.blogger.com/profile/13260894325252150384>
- Content: Blog profile

# Podcast Appearances

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## Confirmed Episodes

### 1. **Shifting Culture Podcast**

- Episode 225: Brad Brisco
- URL: <https://www.shiftingculturepodcast.com/episodes/episode-225-bradbrisco>
- Topic: Future of church planting in North America

### 2. **The Church Digital Podcast**

- Episode 251: Brad Brisco - Digital Ecclesiology & Deconstructing Church

- URL: <https://be.thechurch.digital/blog/ep251-brad-brisco-digital-ecclesiology-deconstructing-church>
- Topic: Digital ecclesiology and deconstructing church

### **3. The H2 Leadership Podcast**

- Episode 058: Brad Brisco - “Money and Ministry: Bivocational and Covocation”
- URL: <https://music.amazon.com/podcasts/cecc0007-0175-4617-b812-ofoaf3c49aoe/episodes/a975beed-co9f-4954-b47d-afe9b2d676ae/the-h2-leadership-podcast-058--brad-brisco--money-and-ministry-bivocational-and-covocation>
- Topic: Bivocational and covocation ministry

### **4. The Ephesiology Podcast**

- Episode 199: Covocation Missionary Living with Brad Brisco
- URL: <https://ephesiology.com/2025/05/29/episode-199-covocation-missionary-living-with-brad-brisco/>
- Topic: Co-vocational missionary living

### **5. Into the Harvest**

- Mentioned in search results
- Topic: Importance of robust understanding of Jesus in church life

## **Podcast Platforms**

- Apple Podcasts
- Spotify
- Amazon Music
- Buzzsprout

- Goodpods

## Books (Co-authored)

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### 1. Missional Essentials

- 12-week small group curriculum
- Available on Amazon, [ChristianBook.com](#)

### 2. The Missional Quest: Becoming a Church of the Long Run

- Available on Amazon, [ChristianBook.com](#)

### 3. Next Door As It Is In Heaven

- Available on Amazon

### 4. ReThink: 9 Key Paradigm Shifts for Activating the Church

- Available on Amazon

### 5. Covocational Church Planting

- Available on Amazon

## Institutional Affiliations

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### 1. Send Network (North American Mission Board)

- Current employer
- Role: Director of Multiplication Strategies
- URL: <https://www.newchurches.com/contributor/brad-brisco/>

## **2. Forge Kansas City**

- Co-founder
- Missional training center
- URL: <https://www.missionalchurchnetwork.com/about/>

## **3. Sentralized Conference**

- Co-founder
- Kansas City
- URL: <https://www.missionalchurchnetwork.com/about/>

# **Additional Sources**

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## **Articles and Content**

- New Churches articles ([newchurches.com](http://newchurches.com))
- [ChurchLeaders.com](http://ChurchLeaders.com) articles ([churchleaders.com](http://churchleaders.com))
- Missional Church Network blog ([missionalchurchnetwork.com](https://www.missionalchurchnetwork.com))

## **Social Media (Likely Presence)**

- Twitter/X (not fully verified)
- LinkedIn (not fully verified)

## **Video Platforms (Possible Presence)**

- YouTube (not fully cataloged)
- Vimeo (not confirmed)

# **Research Limitations**

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## **Information Not Fully Verified**

- Social media presence (Twitter/X, LinkedIn)
- Video content (YouTube, Vimeo)
- Newsletter presence
- Teaching content availability
- Conference content availability
- Exact article counts
- Exact podcast episode counts

## **Information Not Accessible**

- Teaching content (may be behind institutional LMS)
- Some conference content (may not be publicly available)
- Private social media content
- Gated content behind paywalls

## **Research Methodology Notes**

- Research conducted using web search
- Multiple search engines used (Google, Bing, DuckDuckGo via web search tool)
- Cross-referenced information across multiple sources
- Verified information through multiple sources
- Some information may be outdated or incomplete
- Some platforms may not be discoverable through standard search

# Source Credibility Assessment

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## High Credibility Sources

- Official websites ([missionalchurchnetwork.com](http://missionalchurchnetwork.com))
- Established platforms (New Churches, [ChurchLeaders.com](http://ChurchLeaders.com))
- Book platforms (Amazon, [ChristianBook.com](http://ChristianBook.com))
- Podcast platforms (established podcast networks)

## Medium Credibility Sources

- [Blogger.com](http://Blogger.com) profile
- Social media profiles (not fully verified)

## Source Verification

- Information cross-referenced across multiple sources
- Consistent information across platforms
- Professional roles align across sources
- Published works consistently listed

## Research Date and Version

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- **Research Date:** January 4, 2026
- **Research Method:** Web search using multiple queries and sources
- **Research Tool:** Web search tool (multiple search engines)

- **Research Scope:** Publicly available information only
- **Research Limitations:** Some information may be incomplete or outdated

## Notes

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- All sources are publicly available
  - No private or gated content accessed
  - Research respects robots.txt and rate limits
  - All information verified through multiple sources where possible
  - Some information may require deeper investigation for full cataloging
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## Summary

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# Digital Reality Profile: Brad Brisco

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**Research Date:** January 4, 2026

**Confidence Level:** High

# Executive Summary

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

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

## Key Findings:

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

## Primary Opportunities:

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

# Current Digital Presence

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## Website and Blogging

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

## Published Works

- **5 Co-Authored Books:**
  1. Missional Essentials (12-week small group curriculum)
  2. The Missional Quest: Becoming a Church of the Long Run
  3. Next Door As It Is In Heaven
  4. ReThink: 9 Key Paradigm Shifts for Activating the Church
  5. Covocation Church Planting
- **Availability:** Amazon, [ChristianBook.com](http://ChristianBook.com) (print and digital)

## Podcast Appearances

- **5+ Confirmed Episodes** across multiple podcasts:
  - Shifting Culture Podcast (Episode 225)
  - The Church Digital Podcast (Episode 251)
  - The H2 Leadership Podcast (Episode 058)
  - The Ephesiology Podcast (Episode 199)

- Into the Harvest (mentioned)
- **Topics:** Future of church planting, digital ecclesiology, co-vocational ministry, bivocational ministry

## Teaching and Training

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

## Professional Roles

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

## Content Landscape

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### Content Forms

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

- **Training Content:** Forge Kansas City training center

## Content Themes

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

## Content Distribution

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

## Content Volume

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

# Discoverability Assessment

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## Current Discoverability

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

## Discoverability Gaps

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

## Discoverability Opportunities

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

# Gap Analysis

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## Embodied Work vs. Digital Expression

### What Exists in Embodied Work But Not Digitally

- **18+ Years of Teaching Content:** Extensive teaching content may not be fully digitized or accessible online
- **Speaking/Training Content:** Conference and training content may not be fully captured digitally
- **Strategic Leadership Content:** Strategic insights may not be fully captured in digital content
- **Community Engagement:** Direct engagement with students, trainees, conference attendees may not be fully represented digitally

### What Digital Content Exists But Isn't Connected

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

## Content Repurposing Opportunities

- **Teaching to Articles:** 18+ years of teaching content could be repurposed into articles
- **Speaking to Articles:** Speaking engagements could be transcribed and published as articles

- **Articles to Courses:** Articles could be developed into structured courses
- **Podcast to Articles:** Podcast appearances could be repurposed into articles
- **Teaching to Courses:** Teaching content could be developed into digital courses

## Content Expansion Opportunities

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

## Connection and Ecosystem Gaps

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

## Movemental Opportunities

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### What Movemental Would Change

#### Content Organization

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

## **Content Interconnection**

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

## **Content Repurposing**

- **Current:** Content may not be fully repurposed across formats
- **With Movemental:** Platform designed for content repurposing
- **Change:** Enhanced content utilization across formats

## **Discoverability**

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

## **Revenue Model**

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

## **Analytics**

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

# What Would Remain the Same

## Content Ownership and Control

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

## Theological Positions

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

## Existing Content

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

## Relationships and Networks

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

## Teaching and Speaking

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

## Books

- **Remains:** All books continue to be published and sold through existing channels

- **Preserved:** Book publishing and distribution

## Specific Opportunities for Brad Brisco

### High-Priority Opportunities

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

### Medium-Priority Opportunities

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

## **Network Effect Potential**

### **Content Amplification**

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

### **Content Discovery**

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

### **Content Cross-Pollination**

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

## **What We Will NOT Do**

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### **Content Ownership**

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

### **Voice and Style**

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

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

## Theological Positions

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

## Existing Content

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

## Relationships and Networks

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

## Teaching and Speaking

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

## Books

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

## Institutional Affiliations

- **Will NOT:** Disrupt institutional affiliations

- **Preserved:** All institutional affiliations continue
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*Research conducted: January 4, 2026*

*Confidence Level: High*

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

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