

AI Presentation Guide: Movemental.ai Platform

How to Frame AI on the Main Movemental.ai Platform

Version: 1.0.0

Last Updated: January 2026

Purpose: Specific guidance for presenting AI capabilities on Movemental.ai

Core Principle

Movemental.ai is about the NETWORK, not individual leaders.

AI presentation should emphasize scenius, collective intelligence, network effects, and the platform as a destination for transformation—not individual leader tools or personal voice preservation.

Key Messaging Framework

Primary Message

"Movemental Intelligence: AI trained on movemental DNA across all domains. A scenius-enhanced network where transformational leaders amplify each other, discover adjacent ideas, and build collective authority. The destination for movemental thinking—where AI serves Kingdom advancement, not extraction."

Four Core Pillars

1. **Collective Intelligence**
 2. **Discovery & Cross-Pollination**
 3. **Credibility & Quality**
 4. **The Knowledge Spine**
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Pillar 1: Collective Intelligence

What to Emphasize

Scenius-Enhanced Intelligence:

- "AI trained on movemental DNA across all domains"
- "Scenius-enhanced intelligence that understands movemental principles"
- "Collective wisdom that serves individual leaders"

Network Effects:

- "Network effects that amplify every voice 28-500x"
- "Individual platforms grow stronger through network participation"
- "Your success enhances mine, and mine enhances yours"

Movemental DNA:

- "AI understands movemental frameworks (APEST, mDNA, incarnational theology)"
- "Recognizes authentic voice vs. synthetic fluency"
- "Maintains theological depth while being practically applicable"

What NOT to Say

- ✗ "AI tools for individual leaders" (too focused on individuals)
- ✗ "Personal voice preservation" (that's individual site messaging)
- ✗ "Your own AI assistant" (doesn't emphasize network)

What TO Say

- ☒ "Scenius-enhanced intelligence"
 - ☒ "Network effects that amplify every voice"
 - ☒ "Collective intelligence serving individual leaders"
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Pillar 2: Discovery & Cross-Pollination

What to Emphasize

Adjacent Ideas Discovery:

- "AI-powered discovery of adjacent ideas you didn't know you needed"
- "Intelligent recommendations connecting leaders across domains"
- "Discover voices you'd never find on your own"

Cross-Domain Connections:

- "Psychology next to ecclesiology"
- "AI ethics next to worship liturgy"
- "Urban ministry next to parenting"
- "All unified by movemental approach"

Scenius Conversations:

- "Curated scenius network where ideas multiply"
- "Leaders reference and build on each other"
- "Cross-links reveal connections"
- "Ideas develop over time through dialogue"

What NOT to Say

- ✗ "Individual content discovery" (too focused on single pieces)
- ✗ "Personalized recommendations" (doesn't emphasize network)
- ✗ "Your content feed" (sounds like individual site)

What TO Say

- ☒ "Network-wide discovery and cross-pollination"
 - ☒ "Adjacent ideas you didn't know you needed"
 - ☒ "Scenius conversations across domains"
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Pillar 3: Credibility & Quality

What to Emphasize

Real Expertise Stands Out:

- "AI that helps real expertise stand out in an AI-saturated world"
- "In a world where 40-60% of content is AI-generated, Movemental Intelligence preserves authentic expertise"
- "Quality guaranteed by curation, not algorithms"

Movemental DNA Ensures Depth:

- "Movemental intelligence that maintains theological depth"
- "Substantive depth (1,500-5,000 words, not shallow hot takes)"
- "Grounded in practice, theologically informed, transformationally oriented"

Collective Authority:

- "Network credibility builds through collective quality"
- "Scenius effect: collective genius exceeds individual contributions"
- "Platform becomes destination because conversation happens here"

What NOT to Say

- ☒ "Individual leader credibility" (that's their site's story)
- ☒ "Personal authority building" (doesn't emphasize network)
- ☒ "Your expertise" (too individual-focused)

What TO Say

- ☒ "Collective authority through network quality"
 - ☒ "Real expertise distinguished from synthetic fluency"
 - ☒ "Quality guaranteed by curation"
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Pillar 4: The Knowledge Spine

What to Emphasize

Shared Language and Discernment:

- "Free AI Book establishes shared language and discernment"
- "Foundational knowledge that enables effective platform usage"
- "Language, discernment, and posture for movemental leaders"

Public Credibility:

- "Public credibility through transparent expertise"
- "Demonstrates Movemental's expertise to anyone who reads it"
- "Free but not casual—comprehensive and authoritative"

Foundation for Everything:

- "Knowledge spine that makes all other content meaningful"
- "Everything connects to the knowledge spine"
- "Foundation for Learning Hub, features, and platform usage"

What NOT to Say

- ✗ "Lead magnet" (it's foundational knowledge, not marketing)
- ✗ "Quick read" (it's substantial and requires engagement)
- ✗ "Optional resource" (it's foundational and required)

What TO Say

- ☒ "Knowledge spine that establishes shared language"
- ☒ "Foundational knowledge for effective platform usage"
- ☒ "Free but not casual—comprehensive and authoritative"

Specific AI Features to Highlight

1. Network-Wide Discovery

How to Present:

- "AI-powered discovery of adjacent ideas you didn't know you needed"
- "Intelligent recommendations connecting leaders across domains"
- "Discover voices you'd never find on your own"

What It Does:

- Recommends content from across the network
- Identifies connections between leaders and domains
- Suggests adjacent ideas based on reading patterns

What It Doesn't Do:

- Focus only on individual leader content
- Ignore network connections
- Prioritize individual over collective

2. Cross-Domain Connections

How to Present:

- "Psychology next to ecclesiology, AI ethics next to worship liturgy"
- "All unified by movemental approach"
- "Cross-pollination creates conversation"

What It Does:

- Identifies connections across domains
- Facilitates scenius conversations
- Enables multi-voice dialogues

What It Doesn't Do:

- Keep domains siloed
- Ignore cross-pollination opportunities
- Prioritize individual over network

3. Scenius-Enhanced Intelligence

How to Present:

- "AI trained on movemental DNA across all domains"
- "Scenius-enhanced intelligence that understands movemental principles"
- "Collective wisdom that serves individual leaders"

What It Does:

- Understands movemental frameworks
- Recognizes authentic voice vs. synthetic fluency
- Maintains theological depth

What It Doesn't Do:

- Use generic AI models
- Ignore movemental DNA
- Compromise theological depth

4. Quality Through Curation

How to Present:

- "Quality guaranteed by curation, not algorithms"
- "Real expertise distinguished from synthetic fluency"
- "Editorial standards and human verification maintained"

What It Does:

- Curates content for quality
- Maintains editorial standards
- Ensures substantive depth

What It Doesn't Do:

- Rely solely on algorithms
- Prioritize volume over quality
- Compromise movemental DNA

What TO Emphasize

Network Benefits

- ☒ Scenius effect and collective intelligence
- ☒ Network effects that amplify every voice
- ☒ Cross-pollination and discovery

Collective Authority

- ☒ Network credibility through quality
- ☒ Platform as destination for transformation
- ☒ Scenius conversations across domains

Movemental DNA

- ☒ AI trained on movemental principles
- ☒ Quality guaranteed by curation
- ☒ Substantive depth and theological grounding

Platform as Destination

- ☒ Where movemental leaders think out loud
 - ☒ Discovery engine for transformation
 - ☒ Curated scenius network
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What NOT to Emphasize

Individual Leader Tools

- **Why:** This is about the network, not individual features
- **Exception:** Only mention if highlighting how network benefits individual leaders

Personal Voice Preservation

- **Why:** That's individual site messaging, not platform messaging
- **Exception:** Only if explaining how network preserves individual voices

Individual Analytics

- **Why:** Platform is about collective, not individual metrics
- **Exception:** Only if showing how network amplifies individual success

Generic AI Capabilities

- **Why:** Emphasize movemental DNA and scenius, not generic features
 - **Exception:** Only if explaining how movemental DNA enhances generic capabilities
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Tone and Voice Guidelines

Authoritative and Network-Focused

- Use "we" and "network" language
- Emphasize collective intelligence and scenius
- Focus on platform as destination

Destination-Oriented

- Position as "the place" for movemental thinking
- Emphasize discovery and transformation
- Build credibility through quality

Mission-Aligned

- Connect AI to Kingdom advancement
- Emphasize movement over individual
- Focus on transformation and impact

Example Tone:

"Movemental Intelligence: AI trained on movemental DNA across all domains. A scenius-enhanced network where transformational leaders amplify each other, discover adjacent ideas, and build collective authority. The destination for movemental thinking—where AI serves Kingdom advancement, not extraction."

Common Pitfalls to Avoid

1. Making It Sound Individual-Focused

- ✗ "AI tools for movemental leaders"
- ☑ "Scenius-enhanced network intelligence"

2. Emphasizing Personal Over Network

- ✗ "Your personal AI assistant"
- ☑ "Collective intelligence serving the network"

3. Focusing on Tools Over Destination

- ✗ "Platform with AI features"
- ☑ "Destination for movemental thinking"

4. Making It Sound Generic

- ✗ "AI-powered content platform"
- ☑ "Movemental Intelligence network"

5. Ignoring Scenius

- ✗ "Individual leaders with AI tools"

- ☒ "Scenius-enhanced network where ideas multiply"
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Messaging Checklist

Before publishing AI-related content on Movemental.ai, verify:

- ☐ Emphasizes network and scenius benefits
 - ☐ Focuses on collective intelligence and authority
 - ☐ Highlights discovery and cross-pollination
 - ☐ Positions platform as destination
 - ☐ Emphasizes movemental DNA and quality
 - ☐ Connects AI to Kingdom advancement
 - ☐ Maintains authoritative, network-focused tone
 - ☐ Avoids individual leader tool messaging
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Example Copy Blocks

Hero Section

"Movemental Intelligence: AI trained on movemental DNA across all domains. A scenius-enhanced network where transformational leaders amplify each other, discover adjacent ideas, and build collective authority. The destination for movemental thinking—where AI serves Kingdom advancement, not extraction."

Feature Description

"Scenius-Enhanced Intelligence: AI trained on movemental DNA across all domains. Understands movemental frameworks (APEST, mDNA, incarnational theology), recognizes authentic voice vs. synthetic fluency, and maintains theological depth. Network effects amplify every voice 28-500x through collective intelligence."

Benefits Section

"Discover adjacent ideas you didn't know you needed. Intelligent recommendations connect leaders across domains. Quality guaranteed by curation, not algorithms. Real expertise distinguished from synthetic fluency. The destination for movemental thinking—where AI serves Kingdom advancement, not extraction."

Knowledge Spine Section

"The AI Book: Free foundational knowledge that establishes shared language, discernment, and posture. Comprehensive and authoritative—not a lead magnet, but the knowledge spine that makes all other content meaningful. Free but not casual, accessible but substantial."

Platform Positioning

As Destination

- "Where movemental leaders think out loud"
- "The destination for movemental thinking"
- "Where you discover the thinking that transforms your practice"

As Network

- "Curated scenius network"
- "Network where ideas multiply"
- "Collective intelligence serving individual leaders"

As Authority

- "Quality guaranteed by curation"
- "Real expertise distinguished from synthetic fluency"
- "Platform becomes destination because conversation happens here"

Next: See [01_ai-vision-overview.md](#) for the complete vision framework