

Digital Reality Profile: Mindy Caliguire

Research Date: January 4, 2026

Confidence Level: High

Executive Summary

Mindy Caliguire is a recognized leader in spiritual formation and soul care, serving as co-founder and president of Soul Care, a ministry dedicated to promoting soul health among leaders. Based in Colorado (Boulder area) where she and her husband, Jeff, host transformational retreats at Whisper Ranch, Mindy has authored four books on spiritual formation and soul care, with her latest work "Ignite Your Soul" published in September 2024. Her journey into soul care began in 1995 when, after years of overwork and spiritual depletion while church planting in Boston, she experienced a physical collapse that revealed the brittle state of her soul. This pivotal moment led her to a path of healing and spiritual vitality, which became her calling to guide others toward soul health.

Mindy's digital presence centers around soulcare.com, the Soul Care ministry website, which serves over 1,000 entities, has more than 10,000 weekly subscribers, and has distributed over 50,000 resources. Her content spans books, blog posts, podcast appearances, speaking engagements, and ministry resources focused on soul care, spiritual formation, leader resilience, and burnout recovery. She has served in executive leadership roles at Gloo and the Willow Creek Association (now Global Leadership Network) and is a sought-after speaker and advisor for organizations like Compassion International, ECFA, and the National Christian Foundation.

Key Findings:

- Established author with 4 published books on spiritual formation and soul care
- Co-founder and president of Soul Care ministry with significant impact (1,000+ entities, 10,000+ subscribers)
- Active content creator with recent book publication (September 2024)
- Strong thematic consistency across all work (soul care, spiritual formation, leader resilience)
- Primary digital hub: soulcare.com with active blog and resources
- Regular speaking engagements across U.S. and beyond
- Personal story of burnout and recovery that informs all work

Primary Opportunities:

- Digital capture and repurposing of speaking engagements (articles, video, resources)
- Course development from book and teaching content
- Video content creation and distribution
- Content series development across multiple forms
- Enhanced content interconnection and cross-referencing
- Social media content strategy and engagement
- Content repurposing across forms (speaking → articles, books → courses)

Movemental Fit: High - Strong alignment with Movemental's target audience and platform capabilities. Opportunities for content repurposing, series development, network effects, and unified content platform.

Current Digital Presence

Website Presence

Primary Website: soulcare.com (Soul Care ministry website)

- Active website serving as central hub for ministry, resources, blog, and information
- Includes About Us, Blog, Resources, and ministry services
- Impact metrics: Over 1,000 entities served, more than 10,000 weekly subscribers, over 50,000 resources downloaded
- Blog presence with active content (2024 references)

Author Presence: churchleaders.com/author/mindy-caligui

- Active author page with articles and book information
- Third-party platform providing additional visibility

Content Distribution

Books: 4 published works

1. "Discovering Soul Care"
2. "Spiritual Friendship"
3. "STIR"
4. "Ignite Your Soul: When Exhaustion, Isolation, and Burnout Light a Path to Flourishing" (September 2024)

Blog Content: Active blog on soulcare.com

- Content addresses themes from books and speaking
- Specific posts identified (e.g., "Masters of Resilience Podcast: Caring for Your Soul with Mindy Caligui")
- Posting frequency and archive: To be verified in detail

Podcast Appearances: Multiple podcast interviews

- Masters of Resilience Podcast
- Somebody Cares Podcast (Episode 120)
- Trellis Life Podcast (Episode 29)
- Additional appearances: To be verified

Speaking Engagements: Regular speaking at organizations, churches, and ministries

- Organizations: Compassion International, ECFA, National Christian Foundation
- Geographic scope: Across U.S. and beyond
- Digital capture: To be verified (video, audio, transcripts)

Ministry Resources: Structured resources through Soul Care

- Soul health assessments
- Pathways and practices guides
- Coaching services and resources

- Over 50,000 resources downloaded

Retreat Content: Transformational retreats at Whisper Ranch (Boulder, Colorado)

- Personal property with husband, Jeff
- Retreat content and resources: To be verified

Platform Distribution

Content distributed across:

- Primary owned platform: soulcare.com
- Author pages: churchleaders.com
- Book platforms: Traditional publishing channels (Amazon, Goodreads, publishers - to be verified)
- Podcast platforms: Multiple third-party shows
- Speaking platforms: Various organizations and events
- Social media: To be verified

Content Landscape

Content Forms

Books: 4 published works spanning spiritual formation, soul care, leader resilience, and burnout recovery

Blog Posts: Active blog on soulcare.com with content on soul care, spiritual health, and leader resilience

Podcast Appearances: Multiple podcast interviews on various platforms

Speaking Content: Regular speaking engagements (digital capture to be verified)

Ministry Resources: Assessments, guides, practices, coaching materials

Retreat Content: Transformational retreats at Whisper Ranch

To Be Verified: Video content, newsletter content format, social media content, course content

Content Themes

Primary Themes:

1. Soul Care and Soul Health - Central theme across all work, foundational to lasting resilience
2. Leader Resilience and Burnout Recovery - Addressing exhaustion, isolation, and burnout
3. Spiritual Formation - Pathways and practices for spiritual growth and whole-self flourishing
4. Spiritual Friendship - Importance of spiritual relationships and community
5. Spiritual Practices - Attention, participation, delight, humility, silence, and rest
6. Missional Impact from Healthy Soul - Connection between soul health and missional effectiveness

Theological Focus: Spiritual formation, soul care, leader health, spiritual practices, renewal and restoration

Movement Focus: Soul health movement, leader resilience, spiritual formation, church health

Content Organization

Central Hub: soulcare.com serves as primary content distribution point

- Blog content
- Resources and guides
- Soul health assessments
- Coaching information
- Ministry information

Book-Driven Content: 4 published books provide foundational content that complements blog and ministry resources

Resource Distribution: Structured resource delivery through Soul Care with significant metrics (50,000+ downloads, 10,000+ subscribers)

Content Strategy: Thematic consistency across books, blog, resources, and speaking, with focus on practical application and transformation

Discoverability Assessment

Current Discoverability

Well-Indexed:

- Name searches return multiple results
- Soul Care website appears in search results
- Book titles searchable
- Podcast appearances discoverable
- Author page on churchleaders.com indexed

Search Visibility: Strong visibility for "Mindy Caligire" searches and "Soul Care" related searches

To Be Assessed: SEO optimization details, content indexing depth, social sharing indicators, backlinks, domain authority metrics

Discoverability Opportunities

Potential Gaps:

- Content may benefit from enhanced SEO optimization
- Cross-platform content connection opportunities
- Social sharing and promotion strategy
- Backlink development opportunities
- Unified content hub for better discoverability

Gap Analysis

Embodied Work vs. Digital Expression

Strong Embodied Work:

- 4 published books

- Co-founder and president of Soul Care ministry
- Regular speaking engagements across U.S. and beyond
- Retreat leader at Whisper Ranch
- Advisor to major organizations (Compassion International, ECFA, NCF)
- Former executive roles at Gloo and Willow Creek Association
- Established reputation in spiritual formation and soul care

Digital Expression:

- Books available digitally (print and digital formats)
- Active blog on soulcare.com
- Multiple podcast appearances (digitally captured)
- Ministry resources available digitally (50,000+ downloads)
- Weekly content for 10,000+ subscribers
- Author page on churchleaders.com

Gaps Identified:

- Extent of digital capture of speaking engagements: To be verified
- Video content: Limited video content identified, significant opportunity
- Course development: Book and teaching content may not be developed into courses
- Content interconnection: Level of explicit content connection to be verified
- Content series: Series development opportunities exist
- Social media strategy: Social media presence and strategy to be verified

Opportunities for Digital Amplification

Speaking to Digital:

- Transcribe talks into articles
- Create video content from speaking
- Develop blog series from speaking themes
- Create resources from speaking content

Book to Digital:

- Develop courses from book content
- Create blog series expanding book themes
- Develop video content from book concepts
- Create study guides and resources

Content Repurposing:

- Repurpose blog content into courses
- Create video from written content
- Develop podcast from blog content
- Create resources from various content forms

Content Series Development:

- Develop blog series on specific themes

- Create learning paths through content
- Build progressive content experiences
- Connect related content pieces

Content Forms Missing:

- Video content (teaching videos, video series, video resources)
- Course content (online courses, structured learning experiences)
- Podcast hosting (own podcast series)
- Enhanced social media content strategy
- Enhanced newsletter content

Movemental Opportunities

What Movemental Would Change

Platform Fragmentation → Unified Content Hub:

- Single platform for all content (books, articles, courses, resources)
- Eliminates need for multiple platform management
- Unified content experience

Content Isolation → Explicit Interconnection:

- Explicit connection between content pieces
- Content series and learning paths
- Cross-referencing between content
- Related content recommendations

Limited Repurposing → Easy Multi-Form Repurposing:

- Seamless repurposing across content forms
- Speaking → articles, courses, resources
- Books → courses, series, resources
- Blog → courses, resources, video

Missing Content Forms → Full Content Form Support:

- Course development capabilities
- Video hosting and distribution
- Podcast hosting
- Enhanced newsletter and social media

Limited Discoverability → Enhanced SEO and Network Effects:

- Enhanced SEO and discoverability tools
- Network effects for content discovery
- Unified search experience
- Content recommendation engine

Fragmented Analytics → Unified Analytics:

- Unified analytics across all content
- Audience insights and engagement metrics
- Content performance tracking
- Network effect measurement

Limited Revenue Models → Multiple Monetization Options:

- Subscription model for content access
- Course monetization
- Content monetization options
- Membership and community features

What Would Remain the Same

Content Ownership and Control:

- Full ownership of all content
- Complete control over content creation and publishing
- No requirement to change existing content
- Freedom to publish or not publish

Voice and Perspective:

- Personal voice and perspective preserved
- Theological positions unchanged
- Content approach and style maintained
- Personal story and journey respected

Existing Content:

- Existing books remain as published
- Existing blog content preserved
- Existing resources maintained
- No content modification required

Relationships and Networks:

- Existing relationships preserved
- Advisory roles maintained (Compassion International, ECFA, NCF)
- Speaking engagements continue
- Ministry partnerships intact
- Church and ministry relationships preserved

Soul Care Ministry:

- Soul Care ministry continues independently
- Ministry identity and mission preserved
- Team and operations unchanged
- Ministry resources and services maintained
- Whisper Ranch retreats continue

Personal Brand and Reputation:

- Personal brand and identity preserved
- Reputation and recognition maintained
- Authority and expertise unchanged
- Established credibility preserved

Professional Activities:

- Speaking engagements continue
- Advisory roles maintained
- Retreat leadership continues
- Coaching services maintained
- All professional activities preserved

Network Effect Potential

High Potential:

- Strong alignment with Movemental's target audience (Christian movement thought leaders, spiritual formation practitioners)
- Established reputation and authority
- Significant existing audience (10,000+ subscribers)
- Valuable content that would benefit from network discovery
- Content themes (soul care, spiritual formation) that connect with other Movemental creators
- Potential for cross-promotion and collaboration

Network Benefits:

- Content discovery by Movemental network
- Cross-promotion with related creators
- Network-driven recommendations
- Community engagement and discussion
- Increased visibility and reach
- Potential collaboration opportunities

Specific Opportunities for Mindy Caliguirre

Content Repurposing Opportunities

1. **Speaking → Articles:** Transcribe talks into articles, develop blog series from speaking themes
2. **Books → Courses:** Develop courses from book content, create study guides and learning experiences
3. **Blog → Courses:** Develop courses from blog content, create learning paths
4. **Content → Video:** Create video from written content, develop video series
5. **Content → Podcast:** Host podcast expanding on content, develop podcast series

Content Expansion Opportunities

1. **Series Development:** Blog series, resource series, course series, cross-platform content series

2. **Theme Expansion:** Expand on soul care practices, leader resilience, spiritual formation, burnout recovery
3. **Content Forms:** Video content, course creation, podcast hosting, enhanced newsletter and social media

Ecosystem Building Opportunities

1. **Content Interconnection:** Explicit cross-referencing, content series, learning paths, related content recommendations
2. **Content Organization:** Unified content hub, thematic organization, progressive content experiences
3. **Network Integration:** Connection to Movemental network, cross-promotion, network-driven discovery

Discovery Opportunities

1. **SEO and Discoverability:** Enhanced SEO optimization, improved content indexing, better search visibility
2. **Network Effects:** Network-driven content discovery, cross-promotion, network recommendations
3. **Content Promotion:** Social sharing features, content promotion tools, audience engagement

Monetization Opportunities

1. **Subscription Model:** Content subscription access, premium content tiers, membership benefits
2. **Course Monetization:** Paid course offerings, course bundles, certification programs
3. **Content Monetization:** Premium content access, resource monetization, content packages
4. **Community Monetization:** Community membership, exclusive content access, community features

What We Will NOT Do

Boundaries and Limitations

- **No Content Modification:** Existing content remains unchanged unless Mindy chooses to modify it
- **No Voice Change:** Personal voice and perspective completely preserved
- **No Relationship Changes:** All existing relationships and partnerships remain intact
- **No Ministry Changes:** Soul Care ministry continues independently with full autonomy
- **No Brand Changes:** Personal brand and reputation remain unchanged
- **No Prescriptive Recommendations:** Research supports discernment, doesn't prescribe actions
- **No Automated Decisions:** All decisions remain with Mindy and her team

What Remains Entirely Mindy's

- Content ownership and control
- Voice and theological positions
- Existing content and resources
- Relationships and networks
- Soul Care ministry operations
- Personal brand and reputation
- Professional activities and engagements
- Decision-making authority

Research Notes

Confidence Level: High

High Confidence Areas:

- Identity verification (multiple sources confirm)
- Role and affiliations (well-documented)
- Published works (4 books confirmed)
- Ministry metrics (specific numbers provided)
- Primary digital presence (soulcare.com confirmed)

Areas Requiring Further Verification:

- Detailed blog content analysis (requires site visit)
- Social media presence (requires platform verification)
- Video content locations (requires platform search)
- Speaking engagement content capture (requires event/platform search)
- Newsletter content format (requires access verification)
- SEO and analytics metrics (requires tool-based assessment)

Research Limitations

- Research based on publicly available information only
- Some detailed content analysis requires direct site access
- Social media and platform verification requires account access
- Historical content may not be fully accessible
- Content may have changed since research date (January 4, 2026)

Research conducted: January 4, 2026

Confidence Level: High

Sources: See sources.md