INNOVATION
IDEATION
INTEGRATION

Program and Product Inventory – Jon Hirst

Programs

- Customer Experience Program: Identified the customer experience challenges of an IT outsourcing company and created a program to help develop specific customer experiences, train staff and evaluate the quality of experience from customers.
- Media and Healthcare Integration: Created the branding along with the internal and external communication strategy to launch an organization's integration of two diverse programmatic areas into an integrated global service delivery model.
- Enhanced eBooks: Harnessed the latest enhanced media technology to create an enhanced eBook product that would allow audio, video, hyperlinks and content to work together in an integrated way for a new type of user experience.
- Missions eLearning: Leveraged the latest innovations in eLearning to develop asynchronous learning modules designed for use globally.
- Scripture Digitization: Developed an education, advocacy and prototyping strategy for the Forum of Bible Agencies to help their members begin digitizing Scripture and utilizing it in new products/services.
- Global Online Youth Evangelism: Conceptualized, designed and implemented a global program designed to engage young people receiving a physical product in their schools with an online community where they share their story and get input on felt needs.
- Out-of-Print Digitization: Implemented a program to take out-of-print books, digitize the content, repurpose it into multiple eBook formats and empower the author to engage their audiences with legacy content.
- Transformational Giving: Helped develop a new model of fundraising designed around educating and empowering donors to take an active role in the causes they give to.
- Global Engagement Program for Researchers: Managed the conceptualization, design and implementation of a program designed to fund and support the world of researchers around the globe working on vital projects.
- Lausanne Blogger Network: Designed and recruited a global network of bloggers to engage around the Lausanne Capetown Congress.
- Infographics Service: Identified the need for a data visualization service for the faith-based ministry community and worked to develop a brand, service, product and marketing strategy for adoption of the content.
- Publishing Initiative: Served as publisher for the development of a unique niche set of data-driven, decision support products and provided leadership to the publishing, distribution and marketing of the product line.

Products (For legacy Web products links go to Archive.org version.)

- [Hopenet.net](): Co-founder of interactive youth evangelism website in five languages (Spanish, Portuguese, Russian, French, English) with global staff and marketing through public schools globally.
- [HopeColors.com](): Product developer and partnership manager for Flash-based video game that presents the tenants of the Christian faith through a video game made for small children.
- [AMVCentral.com](): Innovator behind animated music video concept product testing out how effective animated videos of artists music would be to engage youth online.
- [PeoplearePrecious.com](): Product Designer and Instructional Designer for an online learning platform designed for nonprofit workers worldwide.
- [ScriptureResources.com](): Creator and manager of a portal developed to help customers find the Bible resources in a wide variety of languages around the world.
- [TeenMinistry.com](): Founder and partnership lead for a partnership of ministries focused on engaging teens.
- [WheresPhilip.com](): Vendor creating a daily PDA (Personal Digital Assistant) Connection Planner for The Bible League's discipleship curriculum.
- [Open Scripture Information Standard (OSIS)](): Advocate and partnership manager for the adoption of XML standards for Scripture digitization by Bible agencies.
- [Lifelearner.net](): Vendor creating a global learning community online
- [World Pulse](): Vendor creating the digital version of a monthly publication geared towards providing news on global missions happenings.
- [EMQ Online](): Vendor creating the digital version of a quarterly publication designed to support nonprofit field practitioners in learning and growing in their work in faith-based missions.
- [SonSet Radio](): Team member tasked with branding and messaging of a solar powered, fixed-tuned radio for use by nonprofits media ministries.
- [International Christian Book Database](): Program manager for the design, implementation and adoption of an online tool to catalogue and search for Christian books being published in other markets and languages.
- [Operation World 7th Edition Enhanced Ebook and Mobile App (iOS and Android)](): Innovator and Product Manager for the creation of an enhanced eBook delivering expanded content. Product Manager for the creation of the mobile app based on Operation World.
- [Crazy Love Enhanced eBook Edition](): Innovator and Product Manager for the creation of an enhanced eBook version of Francis Chan's New York Times Best Seller, Crazy Love.
- [Great Cloud of Witnesses Course](): Instructional Designer and Product Developer for the creation of a simple course on the impact of the Holy Spirit on the global Church.

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Speaking Engagements

- Engaging Youth Online (1999) – Manila, Philippines
- Adventure in Changing Plans (2005) – Flint, Michigan
- Situational Security Framework (2008) – Evangelical Press Association, Colorado Springs, CO
- Defining a Global Brand (2009) – Colorado Springs, Colorado
- Digital Tools for Marketing Your Idea (2009) – Littworld Conference, Kenya
- Empowering Authors to Engage their Audiences (2011) – Day long event for Moody Publishers
- Content Ecosystems (2012) InterVarsity Press IVP Day
- Creating a Content Ecosystem (2012) – Evangelical Press Association, Colorado Springs, CO
- Branding Panel (2012) – Evangelical Press Association, Colorado Springs, CO
- Creating Thriving Content Ecosystems (2013) - ICRS Publishers Institute (Christian Small Publishers Association), St. Louis, MO
- India Decision Symposium (2013) New Delhi and Chennai – Managed and Keynoted at a symposium on GMI's research on trends in decision making among Indian nonprofit leaders
- Global Briefing: Egypt and Ministry Sustainability (2013) – Global:Church Forum Chicago, IL
- Thin Slicing the Global Church (2014) - ECPA C-Suite Conference, Orlando, FL
- Engaging your Audience through Visual Data (2014) – Evangelical Press Association, Anaheim, CA
- Simplicity Beyond Complexity (2014) – Evangelical Press Association, Anaheim, CA
- Simplicity Beyond Complexity (2014) – Shortened Version in various settings
- Book Launch: Serving God in Today's Cities: Facing the Challenge of Urbanization (2015), Chicago, IL
- 7 Stats You Need to Know and Using Infographics to Mobilize (2015) – Missions Mobilization & Leadership Summit, Abuja, Nigeria
- How to Engage Your Readers with Powerful Infographics (2015) – MAI Webinar
- Making Your Message Stick in an Infographic World (2015) – Littworld, Singapore
- Using the Latest Tools Requires New Missions Thinking (2015) – KRIM, Seoul, Korea
- The Status of the Global Church (2015) – Evangelical Press Association, Denver, CO
- Making Your Message Stick in an Infographic World (2015) – Evangelical Press Association, Denver, CO
- Refugee Plenary with multiple speakers (2016) – Evangelical Press Association, Lancaster, PA – organizer
- Beyond the Tents Symposium on Refugees (2016) – Event Organizer

- [Beyond the Tents: Understanding, Engaging, Developing Outreach to the Nations Next Door](#) (2016) – Reaching the Nations in North America Conference, Nashville, TN
- [Turning Your Research into a Book](#) (2017) – GMI Webinar
- Our Anchor in a World Adrift (2017) – Mission Connexion, Portland, OR

Organizations Served: American Bible Society, Child Evangelism Fellowship, The Seed Company, Link Care Center, Converge, One Hope, The Billy Graham Center – Wheaton College, Reach Beyond, TEAM, Olive Technology, Novo Ink, Moody Publishers, Elevate Publishing, SIL International, The Bible League, Evangelical Christian Publishing Association, Community Bible Class, JAARS, SIM International, ABWE, Faith Comes By Hearing, China Source, Bethany International, Missio Nexus, Awana, City Team, Tyndale House Foundation, Leadership Resources International, Assemblies of God World Mission, Samaritans Purse, Frontier Fellowship, Evangelical Press Association, Lausanne Movement, COICOM