



# Seedbed



*To gather, connect, and resource the people of God to sow for a “Great Awakening”*

## PRESIDENTIAL SEARCH OPPORTUNITY PROFILE

*Presented by The Dingman Company  
July 2023*

## OVERVIEW

Seedbed, a growing ministry in Franklin, TN, is seeking a President/CEO. Seedbed is a non-denominational, not-for-profit ministry organization that provides resources, training, and tools to help believers wake up to the love of Jesus and sow that love into hearts, homes, churches, and cities. It serves a global Christian movement—not a particular church or denomination or institution—and is part of the global tribe of the Wesleyan Tradition. **Seedbed's mission is to gather, connect, and resource the people of God to sow for a “Great Awakening.”**

Awakening is the transformational process and outcome of following Jesus Christ, whether on a personal, communal, or societal level. It is ultimately a work of God and a sign of his presence and cannot be manufactured. We can, however, sow for awakening, remove impediments, and posture ourselves to receive it.



It is to this end that Seedbed provides resources for the Awakening. These resources include Bible studies, books, small-group studies, training courses, videos, podcasts, articles, as well as a large in-person conference hosted each September. While many of these resources are available for purchase, Seedbed is able to significantly discount many of our resource and live conference costs through generosity of individuals who choose to partner with us financially as donors.

Seedbed has 13 full-time employees and 5-10 part-time employees. It is a stand-alone non-profit subsidiary of Asbury Theological Seminary with its own board, some of whom sit also on Asbury's board. Annual revenue is in the \$3-4M range.



Seedbed's office and publishing work is located in the lovely downtown area of Franklin, Tennessee, located 20 miles south of Nashville. While there is a physical presence in Franklin, the leadership of Seedbed is also actually "distributed" in several other places across the country. Moving to Franklin is not necessary, but realistically there will be a lot of travel to be present in all the various Seedbed settings and events, and with Seedbed team members.

## ORGANIZATIONAL STRUCTURE

The organizational structure of Seedbed has undergone some changes over the last few months as Founder/President J.D. Walt is moving to a less operational role as a visionary and spiritual leader. Along with writing the popular daily devotional, **The Wake-Up Call**, J.D. is also pastoring a small church in Arkansas. He will continue to work with Seedbed leaders in visioning toward Seedbed's calling.



Seedbed is blessed with visionary leaders working together in an ecosystem of relationships. Seedbed's vision team needs a leader who is also a key strategist, who can lead a whole team through a process of visioning, who can execute the visions developed by our team of "distributed leaders." Seedbed's leadership recognizes the need for a new work of God within this generation and sees this time as an opportunity to connect and catalyze through relationships toward a Great Awakening.

Reporting to the new President/CEO will be:

- Andrew Miller - Director of Publishing
- Dan Wilt - Director of Learning Communities
- Mark Benjamin - Director of Events
- David Thomas - Senior Advisor
- Jenna Miller - Chief Financial Officer
- Micah Smith - Director of Operations
- J.D. Walt – Founder and Sower-in-Chief with emphasis on Visionary/Spiritual leadership



Seedbed provides resources to the church and individuals through events, learning communities (education), connecting, and publishing.

**New Room** ([NewRoomConference.com](http://NewRoomConference.com)) is a 3-day gathering each September with 2,500+ people attending. These are special times focused on the Holy Spirit, worship, and fellowship. Much of Seedbed's movement initiatives are inspired and catalyzed by the New Room experience and the relationships formed in that context.

**The Wake-Up Call** is a free daily devotional encouraging people turn our eyes toward Jesus. Each morning more than 32,000+ subscribers listen to or read a scripture, a reflection, a prayer, and consider a few short questions. Visit [seedbed.com/wakeupcall](http://seedbed.com/wakeupcall)

**Discipleship Bands** and **Fellowships** are two connection ministries that are in a current state of review and refinement in preparation for future investment and growth. Bands are a major part of the Seedbed community and one of the foundational elements of Wesleyan discipleship. Visit [discipleshipbands.com](http://discipleshipbands.com) and [seedbed.com/fellowships](http://seedbed.com/fellowships)

**Publishing** typically produces a dozen or so books per year plus numerous church curriculum resources. Visit [my.seedbed.com](http://my.seedbed.com)





## THE OPPORTUNITY

The President/CEO will lead the whole team, reports to the Board of Directors and will be evaluated by the Board of Directors.

### Responsibilities of the President/CEO:

Working with the Seedbed team, and the Board of Directors, the President/CEO will develop strategies for the mission and vision that find their expression in an annual plan, to be executed as follows:


- **Draft the Annual Plan:** In conjunction with the Board the mission, vision, and annual plan.
- **Execute the Annual Plan:** Execute the vision and annual plan through management of staff and resources to fulfill the core ministry functions.
- **Staff Management:** Responsible for hiring, supervision and terminating of paid staff, including annual reviews, and recommending salary and benefit adjustments to the Board of Directors for approval.
- **Culture:** Development of the organizational culture creating a positive, faith-filled, and professional collaboration throughout the organization.
- **Resource Control:** Management of Seedbed's resources within the budget approved by the Board of Directors.
- **Accounting:** Oversight of Seedbed's accounting functions and controls (budgets, statements, audits, edits).
- **Fundraising:** With assistance from the Seedbed team, increase donations from individuals, churches, and foundations consistent on planning the marketing and fundraising strategies. The goal is to grow the ministry while staying "in the black."
- **Excellence:** Ensure that all work products and correspondence from the organization are completed with the utmost professionalism and excellence.

### President/CEO's Significant Leadership Traits

**Humbly Spiritual:** Is a deeply spiritual person, with a humble spirit in leading a gifted leadership team in fulfilling Seedbed's mission.

**Decisive:** Will receive diverse human wisdom and counsel with discernment from the Holy Spirit. Will value the input of others, lead of a style of "chief among equals" yet is decisive but without being domineering.

**Detail-Oriented:** Has a technical acumen to oversee accounting, program funding, project management, organizational processes, and measurement of key performance indicators.



**Effective Communicator:** Will passionately and convincingly articulate the God-given vision, mission, values, and strategies of Seedbed. Will communicate effectively with the Board, donors, speaking engagements, and staff meetings.

**Empowering Shepherd:** Will recognize and empower the gifting of each member of the staff while providing spiritually nurturing encouragement to all of Seedbed in its great, global, gospel endeavor.

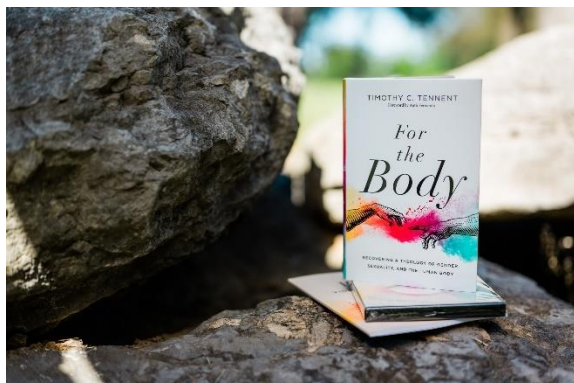
**Effective Teambuilder:** Will mentor his or her team so they too have an effective leadership style, not a micro-manager yet quite engaged, practicing a servant-leadership style, and seeking continuous improvement.

**Resource Development:** Will lead the raising up and effective stewardship of the resources necessary to accomplish the vision God has entrusted to Seedbed.

**Entrepreneurially-minded:** Will be relentless in looking ahead to the next 5-10 years and anticipating and growing into the needs our then-community will have.

**Additional Key Skills and Experiences Desired in the President/CEO:**

- Proven effectiveness in bringing doctrinally sound, mature spiritual leadership to a diverse group of people.
- Effectiveness in strategic plan development and oversight to accomplishment in a complex organization.
- Proven effectiveness in leading an organization through change and growth in size and impact.
- Experienced with managing a staff of at least 10 people, working both locally and remotely.
- Experienced with managing financial revenue exceeding \$2 million.
- Willingness to grow revenue.
- Experienced with raising funds for non-profit organizations.
- Is willing to travel at least 15% of the time.
- Has a minimum of 10+ years to give to Seedbed as a CEO.



**Personal Attributes Desired in the President/CEO:**

**Deep reliance upon God:** Has as a priority personal study of God’s Word and prayer. Has a passionate pursuit of God that inspires and permeates Seedbed’s organization spiritually.

**Wesleyan:** Believes and committed to the Wesleyan theology.

**The Awakening:** Is or committed to being passionate about believers’ growth through a deepened relationship to God through the Holy Spirit and has experienced this him or herself.

**Disciple-maker:** Has a contagious lifestyle in sync with Seedbed’s purpose drawing others to have a similar passion.

**Tender-hearted:** Communicates to the staff that he or she loves them, prays for them, is compassionate, and responsive to their concerns.

**Self-awareness:** Will know himself or herself (high EQ), be aware of how people respond to him or her, and alert to the Holy Spirit’s continual refinement of him or her.

**NOTE:** You can find Seedbed’s By-Laws sections on Statement of Faith, Statement of Ethos, and Code of Institutional Ethics and Values are attached at the end of this document.





## SEARCH AND SELECTION PROCESS

Seedbed and The Dingman Company are committed to a process that represents equal opportunity employment and does not discriminate in any way based on gender, race, age, color, national origin, veteran status, medical condition, or physical or mental disability. However, for searches on behalf of religious organizations, candidates will be evaluated based on that organization's theological beliefs and religious practices.

We fully respect the need for confidentiality of information supplied by interested parties and assure them that their backgrounds and interests will not be discussed with anyone, including Seedbed, without their prior consent, nor will reference contacts generally be made until mutual interest has been established. The search consultant and the search committee will be cautious and sensitive as needed in trying to preserve any candidate's anonymity.

Applicants will initially be asked to submit a thorough resume and respond to a questionnaire. The next step will be a Zoom interview with Bruce Dingman. Once the search committee has chosen the top four candidates the references will be checked, and background checks run. Then spanning two days this summer/fall the top four will be interviewed in Franklin, Tennessee.

For further information on this position, please contact:

Bruce Dingman  
President  
The Dingman Company  
Westlake Village, CA  
[Bruce@dingman.com](mailto:Bruce@dingman.com)  
(818) 378-7755



# STATEMENT OF FAITH

Seedbed's Statement of Faith will remain aligned with the Seminary's Statement of Faith. Any changes to the Seminary's Statement of Faith will result in a change to Seedbed's Statement of Faith. The current Statement of Faith is provided below:

WE BELIEVE:

**God**

In the one God, creator and sustainer of all things, infinite in love, perfect in judgments and unchanging in mercy. God exists eternally in three persons – Father, Son and Holy Spirit;

*Scripture*

In the divine inspiration, truthfulness and authority of both the Old and New Testaments, the only written Word of God, without error in all it affirms. The Scriptures are the only infallible rule of faith and practice. The Holy Spirit preserves God's Word in the church today and by it speaks God's truth to peoples of every age;

*Humankind*

That human beings were created in the image of God. This image was marred in every part through the disobedience of our first parents, and fellowship with God was broken. God, by His prevenient grace, restores moral sensibility to all humankind and enables all to respond to His love and to accept His saving grace, if they will;

*Jesus Christ*

That Jesus Christ is God's Son incarnate, born of the Virgin Mary. He died for the sins of all, taking on Himself, on behalf of sinful persons, God's judgment upon sin. In His body He rose from the grave and ascended to the right hand of the Father where He intercedes for us;

*Holy Spirit*

That the Holy Spirit is God present and active in the world. The Holy Spirit was given to the church in His fullness at Pentecost. By the Spirit, Christ lives in His church, the gospel is proclaimed, and the kingdom of God is manifested in the world;

*Justification*

That God graciously justifies and regenerates all who trust in Jesus Christ. Believers become children of God and begin to live in holiness through faith in Christ and the sanctifying Spirit.

*Entire Sanctification*

That God calls all believers to entire sanctification in a moment of full surrender and faith subsequent to their new birth in Christ. Through sanctifying grace the Holy Spirit delivers them from all rebellion toward God and makes possible wholehearted love for God and for others. This

grace does not make believers faultless nor prevent the possibility of their falling into sin. They must live daily by faith in the forgiveness and cleansing provided for them in Jesus Christ;

#### *Assurance of Believers*

That believers are assured that they are children of God by the inward witness of God's Spirit with their spirits, by faith in the gracious promises of God's Word, and by the fruit of the Spirit in their lives;

#### *Christians in Society*

That Christians are called to live in daily witness to the grace which comes to us in Jesus Christ, to preach the gospel to every person according to the command of Christ, and to declare God's insistence upon righteousness and justice in all relationships and structures of human society;

#### *The Church*

That the church is the people of God composed of all who believe in Jesus Christ as Savior and Lord. The church is Christ's body; it is visible in the world wherever believers, in obedience of faith, hear the Word, receive the sacraments, and live as disciples;

#### *Return of Christ*

In the personal return of Jesus Christ, in the bodily resurrection of all persons, in final judgment, and in eternal reward and punishment;

#### *God's Ultimate Victory*

In God's ultimate victory over Satan and all evil and the establishment of His perfect kingdom in a new heaven and a new earth.

## STATEMENT OF MISSION

In service to its participating churches and their pastors and lay-leaders, the purpose of Seedbed is to gather, connect and resource the people of God to sow for a great awakening through the love of Jesus Christ, in the power of the Holy Spirit and to the glory of God the Father.

## STATEMENT OF ETHOS

Seedbed's Statement of Ethos will remain aligned with the Seminary's Statement of Ethos. Any changes to the Seminary's Statement of Ethos will result in a change Seedbed's Statement of Ethos, with appropriate edits to contextualize it for Seedbed's organizational structure. The current Statement of Ethos is provided below:

### **Community Vision**

As a wholly owned subsidiary of Asbury Seminary, we join the board, administration, faculty,

staff, and students in their embrace of this ethos as a Wesleyan community which stands within the tradition of Christian orthodoxy and whose life and work are committed to reflecting the truth, beauty, and goodness of God's holiness.

We aspire to order our communal and personal life according to the truth and love revealed in Scripture and imparted by the Holy Spirit. We pledge ourselves to go on to the fullness of salvation, seeking through relationships of mutual accountability the maturity of faith, hope, and love that reflects the mind and likeness of Jesus Christ. By the Spirit's power we will bear witness to God's Kingdom, embodying a way of scriptural holiness that unites sound knowledge and vital piety in proclaiming the Gospel and participating in God's mission.

We covenant together to embrace ways of living in keeping with the spirit and intent of the General Rules set forth by John Wesley:

- By doing no harm and by avoiding evil of every kind.
- By doing good of every possible sort as far as possible to all people.
- By practicing the means of grace together.

We are committed to speaking the truth in love, sharing one another's burdens, bearing with one another's weaknesses, and serving one another by the mercy, forgiveness, and reconciliation extended by God. We will practice and nurture speech that is just, charitable, encouraging, and respectful of the standards and policies of Seedbed and Asbury Seminary. Exercising discernment, which is guided by the law of love, we will affirm the breadth of views that bear witness to the richness of the Gospel and the diversity of Christian communities it calls and creates.

With God's help we will exercise the freedom of joyful obedience in being faithful stewards of our minds, bodies, time, gifts, abilities, possessions, and finances as expressions of God's good creation. We will renounce those attitudes and actions that resist the work of the Spirit, divide Christian community, and impede human flourishing. In faithfulness to the Gospel, we will resist the pervasive influence of materialism and commit ourselves to ministry with the poor. We will reject utilitarian methods that commodify the faith and mission of the church according to the values of a consumerist culture. By God's grace, we will nurture redemptive relationships that honor and uphold the dignity of creation, human life, the sanctity of embodied human sexuality, the equality of women and men, the covenant of Christian marriage between one man and one woman, and the importance of the family. Soli Deo Gloria!

### **Application of Community Vision**

This covenantal ethos orients our community life toward the fullness of holy love as the end of God's Law which has been fulfilled in the life and work of Jesus Christ. In light of the truth and goodness of God revealed by Christ, and as interpreted by our Wesleyan heritage, we acknowledge the Christian life cannot be reduced to either right doctrine or morality. Because we have been created and redeemed through Christ in the power of the Spirit, the fullness of salvation consists of the restoration of the image of God and our life in communion with God and

others. Intrinsic to our task as a theological seminary is the cultivation of knowledge, wisdom, and virtue for the practice of faithful obedience that bears fruit in love for God, our neighbors, and the whole creation.

For this reason, concerns related to particular expressions of thought and behavior will be assessed in light of the law of love which is the source, means, and goal of true freedom in Christ. To this end, we commit ourselves to seeking the Spirit's wisdom and discernment through the study of Scripture and participation in the means of grace, common worship, and holy conversation.

For the common good of the Seedbed and the New Room community, Seedbed commits to the following guiding principles:

- We believe God wonderfully and immutably creates each person as either male or female. Together these two distinct sexes reflect the creative nature and image of God.
- We affirm celibacy as a valuable and honorable practice related to holy living. We honor and esteem the fidelity of deep holy friendships as being in the image of God.
- We affirm marriage as sanctioned by God, which joins one man and one woman in a single, exclusive union for life, as delineated in Scripture, and provides the sole context for sexual intimacy, helping to ensure the blessings of that relationship as God intended.
- We affirm God's design for holy living, and believe that Scripture clearly prohibits certain acts, including but not limited to drinking alcohol to excess, using pornography, stealing, speaking or writing profanely or slanderously, acting dishonestly, cheating, engaging in occult practice, and engaging in sexual relations outside the bonds of marriage (including but not limited to premarital sex, adultery, and same-sex sexual behavior). Such actions have devastating personal, social, and global effects, especially upon society's most vulnerable members.
- Based on a Biblical view of creation, fall, and redemption, our goal is to come alongside as a loving community anyone who is experiencing gender identity discordant with their birth sex. We do not affirm theologically the adoption of a psychological identity discordant with one's birth sex as a result of the tension between one's biological sex and one's experience of gender. Similarly, we do not affirm attempts to change one's given biological birth sex via medical intervention in favor of the identity of the opposite sex or of an indeterminate identity.
- We affirm the need for responsible care and stewardship of the human body through regular exercise when possible; practicing healthy eating habits; and properly balancing study, work, rest, and leisure.
- We stand with all Christians, both past and present, against the misuse of all substances that abuse the body, foster addiction, and bring harm to others.
- We covenant with each other to maintain an alcohol, tobacco, and drug free environment with respect to all Seedbed facilities, events, and activities.
- We condemn any form of harassment or abuse.

This Ethos assumes the practice of Christian hospitality that is dependent upon the gift of God's grace and characterized by relationships of mutual trust and respect. To this end, we acknowledge our constant need for keeping covenant with one another and diligence in speaking the truth in love. We encourage the practice of repentance, confession, pardon, correction, and redemptive discipline when breaches of this covenant may occur. In witness to society, we commit ourselves to these guiding principles, and we disavow advocating, supporting, or condoning behavior contrary to this Ethos. We will make institutional decisions in light of this policy.

## THE CODE OF INSTITUTIONAL ETHICS AND VALUES

Seedbed's Code of Institutional Ethics and Values will remain aligned with the Seminary's Code of Institutional Ethics and Values. Any changes to the Seminary's Code of Institutional Ethics and Values will result in a change to Seedbed's Code of Institutional Ethics and Values, with appropriate edits to contextualize it for Seedbed's organizational structure. The current Code of Institutional Ethics and Values is provided below:

### 1. Community Affirmation of Values

As individuals and as a community, **the employees and board members** of Seedbed are committed to the highest biblical, moral, ethical, legal and spiritual values. We will be faithful to the Mission, Statement of Faith, Ethos, and Code of Institutional Ethics and Values of Asbury Theological Seminary. We are committed to ethical, moral, legal and spiritual integrity in all matters, and honesty in all reporting. We will uphold all self-imposed standards of morality, decency, and propriety in all relationships within Seedbed community and the world.

We will support Seedbed with our prayers, our gifts, our time, our skills, and the fulfillment of our responsibilities to the best of our abilities.

### 2. Code of Conduct

Seedbed **employees, and directors** shall, at all times, comply with all applicable laws, regulations, and accrediting-association policies that govern Seedbed. **Employees and directors** shall obey and abide by all applicable federal, state, and local laws, and shall accurately report all required information about debt, purchasing, taxes, land use, building codes and employment issues. Seedbed does not condone violations of the law or unethical business dealings.

Seedbed requires truthful, accurate data in all self-reporting and self-descriptions of Seedbed and in all internal reports or public statements about Seedbed.

### 3. Contractual Authority; Financial Reporting

Only those persons named by the Seedbed Board of Directors (“Board” or “Board of Directors”) shall have the authority to obligate Seedbed through contracts, loans, or other legal instruments.

A complete copy of the annual audit report of all financial records and the auditors’ accompanying management letter shall be provided to the Board of Directors. Without Seedbed administrators present, the Audit Committee shall review and discuss the report with the auditor.

The Vice President of Finance & Administration shall verify annually that (1) all income, including gifts, grants, and investments, was raised by practices consistent with the ethical, moral and spiritual values of Seedbed, and that (2) the source of all income does not contradict or compromise the reputation of Seedbed.

### 4. Confidentiality

Confidentiality is the preservation of privileged information, such as personal health and financial information. Seedbed’s employees will properly sequester and protect, and will not disclose confidential information belonging to any person, including employees, directors and donors, or their relatives, friends, network of denominational and church relationships and business and professional associates, unless Seedbed or the affected person has authorized disclosure. This policy is not intended to prevent disclosure where disclosure is required by law.

It is expected that Seedbed’s employees and directors will not use strategic and innovative ideas, donor lists, or other confidential information acquired by virtue of being on the board or committee, for any purpose not related to the operation of Seedbed, and that upon retirement, resignation or removal from their position, they will return, at Seedbed’s request, all documents, papers, and other materials, regardless of medium, which may contain or be derived from confidential information, in his/her possession, and they will maintain the confidentiality of all such information.

While employees and directors are expected and encouraged to discuss the organization with one another and targeted publics, they shall not report opinions expressed in meetings, nor shall they report independently on committee action, or engage in any communication that has not been approved by the President of Seedbed (“President”), or that would not be supported by board policy, procedures, or decisions.

### 5. Requirement; Breach

We will uphold our Conflict of Interest policy and require full disclosure by any individual involved in decision-making who may have a conflict of interest, either personally or through a family member.

We will covenant together to uphold this Code of Institutional Ethics and Values. If an employee or director breaches this Code of Institutional Ethics and Values, he or she agrees to the process of applicable review and resolution outlined in the Bylaws, the Board Handbook and the Employee Handbook.