

# Segment **A05: Couples with Clout**

Socially active mobile couples living life to the fullest in affluent neighborhoods

Resource: Mosaic by Experian.

## Religious Experience in a Nutshell

Religious Perspective: *Entitled Spirituality*

Common Spiritual Issues: *Feeling lost or lonely, anxieties over aging and dying*

## Potential Influence

Lifestyle Compatibility	Family Group A Power Elite	Frequent Neighbors
E19 Full Pockets Empty Nests	A01 American Royalty	C13 Silver Sophisticate
053 Colleges and Cafes	A02 Platinum Prosperity	B10 Cosmopolitan Achievers
F22 Fast Track Couples	A03 Kids and Cabernet	G24 Status Seeking Singles
	A04 Picture Perfect Families	
	A05 Couples with Clout	
	A06 Jet Set Urbanites	

## General Comments

*Couples with Clout* are conspicuous consumers, and their blend of materialism and spirituality is paradoxical. Consumption is more about quality than quantity. They often aspire to a “simple” life, partly because they move frequently and don’t want many possessions, but also because they prefer an uncluttered life. Spirituality is often associated with health and fitness, appreciation of multi-cultural symbols, syncretistic beliefs, and nature. They bring this same consumer paradox to the church, which means they rarely join and maintain critical distance.

Churches may be challenged to reach *Couples with Clout*. They are childless; they move frequently and they see themselves as citizens of the world rather than a local community. If they do connect with a church, it will often be a larger church with a global mission. The church may have more progressive attitudes toward social issues, practice exaggerated tolerance, and behave cross-culturally. On the other hand, these churches may have more conservative attitudes regarding economics and politics. *Couples with Clout* protect social status and enjoy living high-class, healthy, mobile lives. They connect with churches that are prestigious because of their elite membership or global influence. These churches build notoriety with philanthropic outreach, ethical teachings, and healthy lifestyles.

## **General Comments**

***Note: See the list of definitions at the end of this report to explain key terminology.***

**Discussion Questions:**

***How do I, as a leader, perceive the spiritual expectations of people in our community?***

***How can we, as a board, research and understand our community better?***

***How can we, as a church, build closer relationships with this lifestyle segment?***

## Color Key

High Priority

Medium Priority

Low Priority

## Leadership Preferences

Resource: *Spiritual Leadership* by Thomas Bandy (Abingdon Press)

THE CONSTANT LEADERS		THE ORGANIC LEADERS		THE EXTREME LEADERS	
	Caregiver		Discipler	x	Visionary
	Enabler	x	Guru		Mentor
	CEO			x	Pilgrim

*Couples with Clout* often gravitate to spiritual leaders who have international experiences and multicultural backgrounds, and cultivate a cross-cultural image. They are knowledgeable about, and respectful toward, diverse Christian and other religious traditions. They connect face-to-face, but mainly *follow* through social media (especially blogs, streaming video similar to “TED Talks”, and other networking media). These leaders are less focused on faith formation; and more focused on hope and love, optimism and reconciliation. Such leaders understand themselves as *influencers* rather than *leaders* in any institutional sense.

*Couples with Clout* travel both in the real world and the world of ideas. They may follow a particular guru who coaches abundant living, and may encourage a theology of success. The boundaries between religious communities and cultic practices may be blurred. They often look to the spiritual leader (rather than to a Bible, tradition, or ecstatic experience) to discover truth. Christian spiritual leaders must accept enormous responsibility for how they influence these talented and ambitious people.

*Note: See the list of definitions at the end of this report to explain key terminology.*

Discussion Questions:

*How would you describe your pastor now?*

*How might your pastor adapt to be more empathic in the future?*

*How can you equip, train, and/or support your pastor in any transition?*

# Hospitality Preferences

Resource: *Worship Ways* by Thomas Bandy and Lucinda Holmes (Abingdon Press)

TRADITIONAL		MODERN		POSTMODERN	
	The Basics		Multiple Choices		Take-Out
		x	Healthy Choices		

*Couples with Clout* usually have dual careers and busy schedules through the week, and view weekends and holidays as times for self-indulgence. Sunday morning is probably not the primary way people in this lifestyle segment connect with a church. If they are in town, and not at the health club, they will come to church on time. They will expect beautiful landscaping and a paved, secure parking lot. Greeters should be respectful and model sensitivity to diverse cultures. Images and symbols will reveal global mission opportunities. Background music may be eclectic about genre, but very tasteful and unobtrusive.

*Couples with Clout* may linger after worship to talk with the guru spiritual leaders or their followers, but are generally impatient with mere chatter about sports, weather, family, etc. Their friendship circle rarely lies within the church, but through business or arts networks. Refreshment tables provide a variety of fresh, healthy choices presented in simple but elegant ways. People in this lifestyle segment are careful about what they eat, but they consider themselves connoisseurs of good food. Avoid packaged and mass produced foods. Refreshments should be prepared by experienced volunteer chefs, and have an international flair.

*Note: See the list of definitions at the end of this report to explain key terminology.*

### Discussion Questions:

*How would you describe your hospitality ministries now?*

*How should hospitality ministries change to be more relevant to this lifestyle segment?*

*What additional training do greeters, ushers, and servers need to be more empathic?*

# Worship Preferences

Resource: *Worship Ways* by Thomas Bandy and Lucinda Holmes (Abingdon Press)

TRADITIONAL		MODERN		POSTMODERN	
	Care-giving Worship	x	Inspirational Worship	x	Mission-Connectional Worship
	Educational Worship		Transformational Worship		Coaching Worship
	Healing Worship				

*Couple with Clout* have very busy weekends. Sunday morning attendance may not be the primary way they experience the awesomeness of God or the real presence of Christ. If asked about profound spiritual moments, they are apt to describe an event from their travels or an intense moment of intimacy in their private lives. They may connect with church worship through a podcast. Worship should be fast paced, with no awkward silences. Seating is comfortable and designed for performance or presentation rather than discussion or interaction (which comes later via social media or small groups). The environment includes excellent acoustics and sight lines. Music may be varied in genre or instrumentation, but must be of high quality. No announcements. Intercessory prayers are focused on people and issues around the world.

Worship may be similar to a great concert, great theater, or great performance ... but it must be *great*. Mediocrity is a sign of low commitment and a hint of hypocrisy. Music can be very important to *Couples with Clout*. They tend to gravitate to "cathedral" churches wherever they might be. They like to worship among cross-cultural communicants, and may be moved by the beauty, sincerity, and mysticism of the sacrament. On the other hand, worship may be similar to a global non-profit organization at prayer. The primary focus is on outreach rather than liturgy. It is still *great*, but this is measured by the extent and power of its mission impact.

*Note: See the list of definitions at the end of this report to explain key terminology.*

### Discussion Questions:

*How would you describe your worship service(s) now?*

*How should you customize one or more worship services to be relevant to this segment?*

*What additional training do preachers, musicians, readers need to meet expectations?*

## Education Preferences

Resource: See, Know, and Serve by Thomas Bandy (Abingdon Press)

FORM		CONTENT		GROUPING	
	Curricular		Biblical		Generational
x	Experiential	x	Topical	x	Peer Group

*Couples with Clout* are unlikely to participate in Sunday school to learn about God, spiritual life, and mission. They are more likely to participate in interactive websites, forums, blogs, and chats. They may access a seminar or lecture that has been recorded at the church through the internet, and appreciate receiving advertising about upcoming events. Many learn best through action/reflection processes when mission service and theological reflection are combined. Topics are often about spirituality or ethics, and are intellectually sophisticated. These people tend to be educated and pursue lifelong learning. They learn best in groups of their lifestyle peers, or in company with fellow pilgrims and seekers.

*Note: See the list of definitions at the end of this report to explain key terminology.*

Discussion Questions:

*How would you describe children, youth, and adult education in your church now?*

*How would education strategies need to change to be relevant to this lifestyle segment?*

*What changes in leadership selection and training would make education more effective?*

## Small Group Preferences

Resource: See, Know, and Serve by Thomas Bandy (Abingdon Press)

LEADERSHIP		CONTENT	
x	Trained Leaders		Curriculum Study
	Rotated Leaders	x	Shared Affinity

*Couples with Clout* value small groups, but have trouble making time for them. They are more likely to make time for groups related to self-discovery and global awareness. The topics are often related to contemporary issues or urgent events. They may participate in a small group that travels together, takes a cruise, investigates archeological sites, or samples varieties of music, food, wine, and literature. These people are great "researchers", and enjoy gathering and collating facts so that they can offer informed opinions to others.

They prefer a designated leader who has particular experience and expertise in the topic, and sometimes prefer to rotate leadership among their peers and use various resources and methods for reflection. The Bible may be only one among many spiritual resources they use. They will more likely participate in short-term groups that also rely on internet and social media for communication. Small groups are usually located in a home (or condo) rather than in the church building, and dedicate lots of time to socializing over good food. Some find joy in cooking gourmet refreshments, and others will rely on a high-end caterer.

*Note: See the list of definitions at the end of this report to explain key terminology.*

Discussion Questions:

*How would you describe the Small Group strategy in your church now?*

*How would Small Group strategies need to change to be relevant to this lifestyle segment?*

*What changes in leadership and content would make Small Groups more effective?*

## Outreach Preferences

Resource: Strategic Thinking by Thomas Bandy (Abingdon Press)

	PERSONAL NEED	READINESS TO VOLUNTEER
Basic Survival		
Health and Wellness		
Quality of Life	X	
Addiction Intervention		
Interpersonal Relationships		
Human Potential		
Salvation and Human Destiny		

*Couples with Clout* may become interested in any church program that helps them live healthier, independent, productive lives. Self-actualization and cross-cultural exploration are important. Their connection with a church may be motivated by crises in health or relationship. *Couples with Clout* change jobs and housing so much that they may not strongly connect with any local environment. They consider themselves citizens of the world, and focus on global outreach. The target for their prayer, financial giving, and advocacy is whatever issue is currently most urgent. They may be more likely to petition and lobby for important causes, than to march, picket, or work hands-on in the mission field. They are less likely to volunteer for hands-on mission unless it is short-term and happens to coincide with travel plans or personal interests.

*Note: See the list of definitions at the end of this report to explain key terminology.*

Discussion Questions:

*What outreach categories does your church emphasize now?*

*What outreach categories would be more relevant to this lifestyle segment?*

*What outreach priorities and tactics should change for the church to bless this segment?*



## Facility Preferences

Resource: See, Know, and Serve by Thomas Bandy (Abingdon Press)

PROPERTY		TECHNOLOGY		SYMBOLISM	
	Ecclesiastical		Modern		Classic Christendom
	Utilitarian	x	Postmodern	x	Contemporary Post–Christendom

*Couples with Clout* gravitate to clearly spiritual spaces. Sometimes these may be classic, ecclesiastical structures, but often these are environments and facilities that are more broadly "spiritual" or "meditative". The grounds are often beautifully landscaped, and worship settings bring nature indoors. The architecture is creative and inspiring ... a true work of art. Spiritual symbols may be more generic, and connect with more than one religion. For example, one might see stained glass windows with illustrations of crystals, rays of light, or vines. Furnishings are contemporary and expensive; technologies are state-of-the-art. The entire facility should be wireless or networked. Tasteful video screens in the worship center should link worshippers with the worldwide web. Technology involves all five senses (sights and sounds, but also taste, touch, and smell).

*Note: See the list of definitions at the end of this report to explain key terminology.*

Discussion Questions:

*What renovations and/or upgrades need to be made in our church facility?*

*What symbols of faith would be most relevant to this lifestyle segment?*

*If we started another site of ministry for this segment, how should we design it?*

## Financial Preferences

Resource: See, Know, and Serve by Thomas Bandy (Abingdon Press)

GIVING TARGET		GIVING METHOD	
	Unified Budgets and General Funds	x	Informed Philanthropy & Pledging
x	Designated Programs & Mission Projects		Lifestyle Coaching & Family Financial Planning

*Couples with Clout* are choosy about their giving, and research potential giving targets thoroughly. They give to micro-charities and special projects, but only if they are confident the money is well managed and the managers are mission focused and trustworthy. They may give to church institutions as a second priority, usually in appreciation for sponsoring effective mission and encouraging profound spiritual insight. It may be the second priority, but they have the money to still give generously. Positions on public policy often influence the financial support offered by people in this lifestyle segment. Money is a means of controlling the purposes and programs of the church institution, even though people in this lifestyle segment often like to appear as anonymous donors.

*Couple with Clout* are less likely to participate in any traditional stewardship program that involves pledging. They may prefer to give single large contributions to a church or program, provided that the prospectus given to them clearly defines anticipated outcomes and accountable leadership.

*Note: See the list of definitions at the end of this report to explain key terminology.*

*Discussion Questions:*

*What options in giving methods and giving targets do we offer now?*

*How do we design our annual stewardship campaign(s) now?*

*How should we revise our financial strategy to be more relevant to this segment?*

# Communication

Resource: Mosaic E-Handbook by Experian

CONTEMPORARY PUBLIC COMMUNICATION				TRADITIONAL CHURCH COMMUNICATION			
Direct Mail Receptive	x	Mobile Telephone	Online Computer	Newspaper	Corded Telephone	Verbal Announcements	
Email Receptive	x	Broadcast Cable TV	x Internet Radio	Print	AM/FM Radio	Personal Visits	

*Couples with Clout* rely on the internet for research, reading, shopping, banking, and networking. They require fast computers, and are using tablets and smart phones. They are more likely to use social media (blogging, chats, and forums), than traditional newspapers or printed magazines to hear the news or follow trends. They connect with traditional news networks, but in non-traditional ways. They have accounts with popular social media companies. They may occasionally scan a church newsletter for updates about mission, but not for institutional expectations or pastoral care needs. Churches need to maintain state-of-the-art interactive websites. Avoid too many "clicks" to browse a site. Include video and podcasts for worship and study. All church advertising should be by email or text message, but be sure to identify yourself and your purpose, lest the message be deleted quickly as spam. Unless the first line in any communication grabs their attention, they are unlikely to read further.

*Couples with Clout* change jobs and residences frequently, and may change email addresses and other accounts often. Therefore, the church database will require constant updating. Despite their mobility, they may still identify themselves with your church (if it is serious about global reach).

*Note: See the list of definitions at the end of this report to explain key terminology.*

Discussion Questions:

*How do we communicate among church participants now?*

*How do we communicate beyond our church to the community now?*

*How should we adapt communication strategies to be more effective for this segment?*

## IMPORTANT DEFINITIONS

### POTENTIAL INFLUENCE

<b>Lifestyle Compatibility</b>	Daily behavioral habits overlap with common activities and similar priorities
<b>Family Group</b>	Grouping by key demographic factors like age, income, culture, family status, etc.
<b>Frequent Neighbors</b>	Often live near each other with shared recreational, health, or emergency services

### LEADERSHIP

<b>Constant Leaders</b>	Traditional clergy focused on sustaining ministries & increasing members
<b>Organic Leaders</b>	Innovative leaders focused on church growth, new starts & multiplying followers
<b>Extreme Leaders</b>	Non-Institutional leaders focused on spiritual disciplines, high accountability, and pursuing perfection
<b>Caregiver</b>	Focus on visitation, counseling, pastoral prayer
<b>Enabler</b>	Focus on facilitating meetings, lay empowerment, mediation, liturgy
<b>CEO</b>	Focus on staff development, administration, fund raising, expository preaching
<b>Discipler</b>	Focus on seeker sensitivity, adult faith formation, guidance for Christian living
<b>Guru</b>	Focus on religious insight, holistic personal growth, spirituality, enlightenment
<b>Visionary</b>	Focus on big picture, major social change, motivational speaking
<b>Mentor</b>	Focus on self-awareness, individual meaning and purpose, vocational clarity
<b>Pilgrim</b>	Focus on cross-cultural sensitivity, inter-religious dialogue, strict spiritual discipline

### HOSPITALITY

<b>The Basics</b>	Friendly untrained greeters, basic coffee and creamer, packaged food or sugary snacks
<b>Multiple Choices</b>	Trained greeters, multiple serving stations, great coffee, varieties of food
<b>Healthy Choices</b>	Trained greeters mirroring lifestyle diversity, healthy food options, allergen alerts
<b>Take-Out</b>	Coffee-to-go, bagged food, exit door hospitality, text message and social media

### EDUCATION

<b>Curricular</b>	Printed books or study guides. Passive, intellectual, classroom. Maturity measured by acquired knowledge
<b>Experiential</b>	Activities. More music, images, movement, interaction. Maturity measured by behavior patterns, attitudes.
<b>Biblical</b>	Focuses on the Old and New Testaments. Maturity means Biblical literacy
<b>Topical</b>	Focuses on contemporary issues. Maturity means ethical integrity and enlightened behavior
<b>Generational</b>	Gathers people by age or grade in separate classrooms with age-appropriate resources.
<b>Peer Group</b>	Gathers people sharing affinities or common interests regardless of age.

### SMALL GROUPS

<b>Rotated Leaders</b>	Participants take turns hosting and leading the group. Requires limited expertise and training.
<b>Designated Leaders</b>	Single leader guides the group from start to finish. Requires significant maturity and training.
<b>Curriculum</b>	Focus on a book, workbook, or structured program to guide structured discussion
<b>Affinity</b>	Focus on shared interest, enthusiasm, or activity to inspire informal discussion.

## IMPORTANT DEFINITIONS (cont.)

### WORSHIP

<b>Educational</b>	Consistent liturgy, expository preaching, focus on doctrine, ethics, and history
<b>Inspirational</b>	Uplifting music, motivational speaking, focus on joy, optimism, and encouragement
<b>Transformational</b>	Spontaneous, expectant, personal transformations, Higher Power interventions
<b>Coaching</b>	Informal, dialogical, topical, practical coaching on how to live better & faithfully
<b>Caregiving</b>	Slow, meditative, family–feel with pastoral prayer, children’s time, senior celebrations
<b>Healing</b>	Quiet, prayerful, expectant of physical, mental, relational healing and hope
<b>Mission–Connectional</b>	Unity of action/reflection, all about outreach, volunteer empowerment

### OUTREACH

<b>Survival</b>	Basic needs for food, shelter, clothing, jobs, basic health care
<b>Recovery</b>	Addiction intervention, 12 step support, and counseling services
<b>Health</b>	Mental and physical fitness, disease prevention, rehabilitation, therapy
<b>Quality of Life</b>	Social wellbeing, neighborhood safety, environment, immigration, peacemaking
<b>Human Potential</b>	Personal/vocational fulfillment, education, career help, human rights advocacy
<b>Interpersonal</b>	Intimacy, sexuality, family & marriage counseling, healthy friendships
<b>Human Destiny</b>	Repentance, conversion, witnessing, alignment with God’s purposes

### FACILITIES

<b>Ecclesiastical</b>	Facility must “look like a church” with traditional architecture and furnishings
<b>Utilitarian</b>	Facility must be “user–friendly” and multi–purpose for public use
<b>Christendom</b>	Indoor/outdoor symbols associated with church history or denominational identity
<b>Contemporary</b>	Indoor/outdoor symbols from nature, indigenous cultures, alternative spiritualities
<b>Modern</b>	Technology primarily enhances print and oral communication
<b>Postmodern</b>	Technology primarily enhances multi–sensory interaction, internet, social media

### FINANCES

<b>Unified Budgets</b>	Stability first. Give to a single general fund to pay staff and manage overhead costs
<b>Designated Giving</b>	Effectiveness first. Give to specific funds or causes by personal preference
<b>Informed Philanthropy</b>	Informed, independent, confidential financial commitments for a tax benefit
<b>Lifestyle Coaching</b>	Individual & household coaching for Christian family financial management

### COMMUNICATION

<b>Direct Mail Receptive</b>	Pay attention to mass mailings to postal addresses.
<b>Email Receptive</b>	Pay attention to information delivered digitally to personal email addresses.
<b>Mobile Telephone</b>	Regularly rely on cell phones and smart phones for calling, texting, surfing, banking etc.
<b>Broadcast Cable TV</b>	Regularly rely on cable television for news, advertising, and entertainment.
<b>Online Computer</b>	Regularly go online by personal computer to surf websites, shop, bank, and use other services.
<b>Internet Radio</b>	Regularly subscribe to internet services for music, sports, and topical discussions.
<b>Newspaper</b>	Pay attention to printed newspapers for updates about church news or local, national, global events.
<b>Print</b>	Pay attention to printed church newsletters, bulletin inserts, brochures, and other handouts.
<b>Corded Telephone</b>	Regularly use ordinary telephones to communicate from home.
<b>AM/FM Radio</b>	Regularly use traditional radio to listen to music, commercials, and talk.
<b>Verbal Announcements</b>	Always rely on verbal announcements from the pulpit about church events or items of interest.
<b>Personal Visits</b>	Always expect personal visits at home by a representative of the church to share information.