

# Segment **B10: Cosmopolitan Achievers**

Affluent middle-aged, established couples/families enjoying dynamic lifestyles in metro areas

Resource: Mosaic by Experian.

## Religious Experience in a Nutshell

Religious Perspective: *An Important Part of a Healthy Lifestyle*

Common Spiritual Issues: *Feeling broken or rejected, anxieties over guilt and displacement*

## Potential Influence

Lifestyle Compatibility	Family Group B Flourishing Families	Frequent Neighbors
A05 Couples with Clout	B07: Generational Soup	C13 Silver Sophisticates
C12 Golf Carts and Gourmets	B08: Babies and Bliss	A01 American Royalty
E19 Full Pockets Empty Nests	B09: Family Fun-tastic	G24 Status Seeking Singles
O53 Colleges and Cafes	B10: Cosmopolitan Achievers	H26 Progressive Potpourri

## General Comments

Among *Cosmopolitan Achievers*, religion is associated with heritage and tradition. If they are Christians, then the church is respected as a moral institution even though they may not attend very often. People in this lifestyle segment are content with accepted faith and practice, and not particularly philosophically adventurous. *Experian* suggests that they are focused on health and wealth, interested in travel and other cultures, and lead sophisticated lifestyles. Aesthetics and spirituality are closely related. They respect the perspectives of other faiths and cultures, but may not be especially mission-minded. They will participate in churches that are generally broad-minded and non-dogmatic, but will expect the church to respect the religion, heritage, and culture of indigenous populations. Even though they speak English fluently, a bi-lingual church has far more credibility.

## **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		Guru		Mentor
x	CEO			x	Pilgrim

If *Cosmopolitan Achievers* participate regularly in a church, it will often have more to do with the pastor than the programs. They look for leaders who have a big, inclusive, and non-judgemental vision that is international and culturally sensitive. These are often pastors who have traveled widely and experienced diverse cultures. Their education often emphasizes world religions rather than systematic theologies, although they are usually grounded in classic Christian faith (Catholic or Protestant). More importantly, they network effectively among non-profit and political organizations, and lead churches with strong signature outreach ministries. They will epitomize the openness and optimism, prudence and respect that are core values for this lifestyle segment. They expect the pastor to be approachable, but respectful of their privacy. Church staff are expected to be professional and innovative, and they especially value mentoring ministries among older youth and college students.

*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		

Among *Cosmopolitan Achievers*, hospitality is both an expectation and an art form. Outside, they will expect convenience and security in the church parking lot to protect expensive vehicles. Greeters should be well trained and respectful, sensitive to cultural mores and perhaps bi-lingual. Environments should be tasteful and well decorated, with fresh air and natural light. Ambient music that combines soft music and sounds of nature may be welcome, and encourage an atmosphere of quiet respect and mature conversation. Children should have a separate serving station that is supervised. Refreshments are fresh and healthy (fruits, vegetables, juices, teas, etc.) and reflect multi-cultural tastes. The pastor and other staff should make a point of mingling during the hospitality time. People see this time as an opportunity for fellowship and catching up with friends. It is a time to network, meet people, and talk substantively about social, religious, or political concerns.

*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		Mission-Connectional Worship
x	Educational Worship		Transformational Worship		Coaching Worship
	Healing Worship				

*smopolitan Achievers* will likely gravitate to worship that is "traditional" to the indigenous culture of their parents ... but with the quality and clarity they have come to expect in the best of North American culture. Worship tends to be very presentational. Dialogue will come later during refreshments, or through seminars and private conversations. Holy Communion and other sacraments will follow traditional structures, but the ceremony will be supplemented by sophisticated and contemporary sounds, sights, and symbols. Worship leaders tend to be professional experts, rather than amateurs.

*Experian* suggests that most people in this segment are well educated. They will expect preaching to be instructive. However, the main point of worship is not to learn, but inspire participants to live optimistically. Worship should consistently respond to global (not local) events, and connect worshippers with the mission and advocacy work of the congregation. Celebrating social service volunteers, commissioning mission teams, and praying for important mission projects are emphasized in worship (rather than personal prayers of intercession, organizational announcements, or evangelical witness).

*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	
x	Curricular		Biblical		Generational
	Experiential	x	Topical	x	Peer Group

*Experian* suggests that *Cosmopolitan Achievers* include older families and childless couples. They tend to have traditional expectations of more structured and generational education for children ... but teens, young adults, and older adults gather in peer groups. Depending on cultural background, men and women may gather separately, although couples who share affinities in occupation or education mingle easily.

*Experian* suggests that *Cosmopolitan Achievers* have sophisticated vocabularies, but do not necessarily rely on printed curricula. Resources are often available on-line, and include video. Such media allows access to experts from other sectors (social service, political, educational, etc.) The Bible is usually one important resource among many spiritual and ethical resources, but is not exclusively authoritative. Educational environments tend to be comfortable and wireless.

*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	x	Curriculum Study
	Rotated Leaders	x	Shared Affinity

*Cosmopolitan Achievers* may prefer Christian education and spiritual growth to occur in time-limited, mid-week small groups or gatherings. Groups may not use printed curricula, but discussion is guided and structured. They are led by someone with expertise or unique experience about the topic, who can facilitate discussion without pressuring for responses. However, leaders should expect well-informed criticism and be prepared for more in depth discussion.

Small groups are more likely to be a vehicle for edification, and provide a window on the world. They help people understand the anxieties and spiritual struggles of life, and find hope in the midst of adversity. They do not usually expect groups to include rigorous peer accountability for spiritual growth. They need to be more focused on a topic of interest (often related to the arts, social issues, travel, environmental crises, or global concerns).

*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	x	
Quality of Life		x
Addiction Intervention		
Interpersonal Relationships		x
Human Potential	x	
Salvation and Human Destiny		

*Cosmopolitan Achievers* can be very philanthropic. They will likely be interested in education, arts, health care, and the environment. They often give generously to universities, hospitals, global initiatives, and public broadcasting. They will connect with outreach ministries that help them realize their personal potential, or which help them achieve holistically healthy living (including physically fitness); and which help them understand and use homeopathic health remedies.

They have a wide ranging, international perspective, and tend to think globally about outreach. They are more likely to give time and energy to confront environmental threats or natural disasters, than support a local food bank or clothing depot. Their empathy is for people who are challenged by daily living to improve their quality of life. They support outreach ministries that stop the spread of disease, provide food in the midst of famine, promote peace and understanding among nations and races, etc. They usually see education and well organized social agencies as the best leverage points for change. People in this lifestyle segment are fiscally very cautious, and will want to be reassured of the financial management and ethical integrity of outreach organizations.

*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

*Cosmopolitan Achievers* may regard property as a way to demonstrate ownership of the church. They can appreciate either ecclesiastical or utilitarian facilities, but they need not be overly elaborate. They take more pride in the quality of programming, and therefore pay more attention to technologies that encourage great performances, effective communications, and excellent educational programs. Facilities may take on the character of concert halls, media centers, and executive training centers.

Some *Cosmopolitan Achievers* prefer symbols that are more contemporary expressions of spirituality, rather than classic Christendom images. Symbols will often blend images of nature and other religious images with Christian ones, and they may avoid Christian symbols that are dogmatic or obscure. Others may have grown up with missional ventures from traditional denominations, and value symbols related to a particular Catholic, Orthodox, or Protestant tradition.

*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

*Experian* suggests that *Cosmopolitan Achievers* are both enthusiastic consumers and savvy investors. They are conservative financial managers who avoid debt, but prepared to take risks to seize opportunities. In the church, they are apt to build significant reserves, and are hesitant to engage ambitious capital campaigns unless there are clear programmatic or mission outcomes. On the other hand, they will be generous to support worship and the arts, and to endow or support educational initiatives. *Experian* suggests that they have high rates of contributing money to environmental groups and public broadcasting. They can support church advocacy for public policy development.

The degree of generosity is strongly influenced by respect for the senior pastor. They are motivated by the pastor's vision and experience in mission. Cross-cultural empathy, and cross-sector networks, will lead the church to function in larger financial partnerships. They are more likely to be generous with money than time. They may support the unified budgets, but they will worry about unnecessary overhead. They may be critical of denominations that subsidize ineffective agencies. These people usually do not participate in traditional stewardship programs, and prefer to designate giving. They want detailed information about the strategic plans and financial needs of institutions they respect and support.

*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		Mobile Telephone	x	Online Computer		Newspaper		Corded Telephone		Verbal Announcements
x	Email Receptive	x	Broadcast Cable TV	x	Internet Radio		Print		AM/FM Radio		Personal Visits

*Experian* suggests that *Cosmopolitan Achievers* are above average users of most media, primarily for information about events, investments, and shopping. Being up-to-date is important. The internet is important primarily as a vehicle for research. People in this lifestyle segment will follow links and browse websites to gather information, explore and book travel, do financial transactions and track investments, and explore websites related to health and global news. They occasionally shop on line.

Churches need to have excellent websites that are updated weekly. Websites need to announce upcoming events, offer downloadable resources, and provide links to relevant non-profit or mission partners. Websites should also provide a means to make charitable donations with an immediate tax receipt, and easy ways to obtain tickets to special events. Offer a secure means to connect with small group discussions and surveys. It is helpful if the pastor and other staff regularly contribute to a blog.

*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.