

# Segment **I33: Balance and Harmony**

Middle-class families living lively lifestyles in city-centric neighborhoods

Resource: Mosaic by Experian.

## Religious Experience in a Nutshell

Religious Perspective: *Religious practices cherish our past and can empower my future*

Common Spiritual Issues: *Feeling flawed and neglected, anxieties of meaninglessness and estrangement*

## Potential Influence

Lifestyle Compatibility	Family Group I Family Union	Frequent Neighbors
G25 Urban Edge	I30 Stocks Cars and State Parks	F22 Fast Track Couples
H28 Everyday Moderates	I31 Blue Collar Comfort	H26 Progressive Potpourri
K37 Wired for Success	I32 Steadfast Conventionalists	O50 Full Steam Ahead
O50 Full Steam Ahead	I33 Balance and Harmony	P59 Expanding Horizons
		P60 Striving Forward

## General Comments

**Balance and Harmony** are strongly committed to the Spanish culture of their country of origin (mainly Mexico). Religion continues to be important to them. They are most likely participants in the Roman Catholic Church and attend Mass with some regularity. Some may be Protestant as a result of church missions. They have attitudes toward marriage and parenting, with traditional expectations of women as homemakers (even though many women work in part time jobs to maintain the household). The church generally mirrors these expectations.

**Balance and Harmony** are optimistic and eager to advance their careers, improve quality of life, and help their children to a brighter future. They may not have deep neighborhood roots, and connect with a church as a tradition rather than as a local institution. However, the church can become an important social as well as religious center. It can provide a “safety net” for their families if there are crises of health or unemployment.

## **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
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## Leadership Preferences

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

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

**Balance and Harmony** expect the pastor or priest to be traditionally trained and ordained, and deployed as a classic parish leader exercising authority and responsibility for teaching, administering the sacraments, and pastoral care. They should be fluent in Spanish and proficient in English. They are particularly sensitive to young families and hardworking people, and provide excellent crisis intervention ministry. They may actually spend less time in formal teaching, and more time coaching families in Christian living or mentoring individuals in ethical behavior and faith formation. Leaders are readily available for conversation, and may often be seen out in the community or even around the workplace.

**Balance and Harmony** are open to a pastor or priest of any age, and respect the office, but probably appreciate a younger priest who can identify with their lifestyles and build relationships with youth. The pastor or priest knows how to use social media and responds to email, and probably carries a smart phone to respond to texts. They may need to have administrative skills to manage outreach ministries associated with the church. The pastor or priest is often relatively conservative theologically, and traditional in marriage and family values, but generally progressive for social change. They may represent the parish in civic affairs, and be a liaison with police, health, and social agencies. The pastor or priest provides a strong role model for spiritual discipline, but is open-minded and flexible treating each individual or family.

*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	
X	The Basics		Multiple Choices	X	Take-Out
			Healthy Choices		

*Balance and Harmony* may come early to worship for private devotions, and churches should deploy greeters who can protect their privacy or provide any necessary help. They may leave during the last hymn or as soon as worship is over. If they linger, basic coffee, tea, juice and snacks are appreciated. Always provide food to take home. This may supplement meals or provide lunches for children at school.

Baptisms, First Communion, religious holidays, and civic holidays from the country of origin are all important. These may be marked with indigenous, home cooked food and festivities. Social and religious customs unique to the country of origin are important ... and the nuances that differentiate between communities are also important (e.g. Mexican in California, Cuban in Florida, along with Puerto Rican and Central or South American). A symbolic gift from a Welcome Center may encourage private devotion, honor newcomers, and visitors grown their spiritual lives.

*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	
x	Care-giving Worship	x	Inspirational Worship		Mission-Connectional Worship
x	Educational Worship		Transformational Worship		Coaching Worship
	Healing Worship				

Many *Steadfast Conventionalists* are Roman Catholic and prefer worship to be traditionally structured and predictable. Eucharist is the central, revered mystery, and the celebration is often dramatic, colorful, and image rich. If the church is Protestant, reading scripture and expository preaching will be central, along with children stories related to the theme of the day. If the church is Pentecostal, lay witness and spontaneous worship will be central.

Worship includes a strong care giving component and may connect participants with other social services associated with the parish. Lay leaders in worship are especially sensitive to the needs of young mothers with infants or toddlers. The sermon or meditation is often delivered without notes, maintaining good eye contact, and is kept as simple as possible. The message is very pragmatic in applying the scripture to everyday living.

*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	x	Biblical	x	Generational
	Experiential		Topical		Peer Group

The Sunday school is usually quite traditional. It separates students into age groups, and they study a printed resource endorsed by the denomination or diocese that has strong Biblical and doctrinal components. A strong nursery and pre-school program, with trained leaders, is offered during each worship service

Adult education is less common because of the time constraints on hard working adults. Additional training in leadership, or mentoring in faith, is usually done in concentrated workshops or retreats led by the parish priest or a diocesan or denominational representative. *Cursillo* and similar spiritual renewal events can have great impact for men and women. People in this segment may go on line to a church website. Provide simple educational or devotional resources that they can download, especially as they might be connected with lifecycles and holy days.

*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

*Balance and Harmony* may struggle to find time for midweek small groups. Their time is very limited, and adults may not prioritize time for traditional Bible study, devotional, or discussion groups. Women are more likely to participate in affinity groups than men. However, the example and leadership of men in spiritual growth disciplines can have the most dramatic impact on a family. Occasional day or weekend retreats may be more effective. Adults will participate in short term groups related to parenting, marriage enrichment, or family outings; and they may commit to groups as urgency arises related to health care, safety, or crime prevention.

*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		X
Health and Wellness	X	X
Quality of Life	X	X
Addiction Intervention		
Interpersonal Relationships		
Human Potential	X	
Salvation and Human Destiny		

*Balance and Harmony* are eager to improve quality of life for themselves, and especially help their children to advance. Ministries that help adults improve skills and advance careers are welcome, as well as extra tutoring for their children who aspire to higher education. Families are often concerned about health issues for young and old. Clinics, seminars about non-prescription and prescription medications, and parish nurse programs are often popular. Churches may provide child care programs for infants and pre-schoolers or after-school tutoring. Support groups for young mothers are often appreciated. Men and women will volunteer if time permits, and will labor to support depot and distribution ministries that provide food, clothing, household items, and other necessities.

Churches often make non-sacred space available to community groups. While this is often done as a rental business, churches like to be generous to support grassroots advocacy and volunteer associations (particularly if they related to safety, crime prevention, child protection, and the environment). *Balance and Harmony* may not be very politically active, but may become involved in advocacy for specific causes like immigration policy, addiction intervention, or crime prevention.

*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	
x	Ecclesiastical	x	Modern	x	Classic Christendom
x	Utilitarian		Postmodern		Contemporary Post–Christendom

*Balance and Harmony* prefer more ecclesiastical looking sanctuaries, and very utilitarian church halls and education space. The sanctuary may be renovated with contemporary designs, with seating in the round and the altar moved toward the center of the floor. The rest of the building need not be fancy. The halls and education rooms are expected to take hard use and a made of durable materials. Property maintenance can be an opportunity for volunteers to be generous to the church with their time and talent, and teams might be organized as small groups to include devotions and spiritual conversations.

If possible, make the building wireless for internet service and provide good cell phone reception. If the church is involved in tutoring children, provide a secure computer room accessible to church families. Hardware and software does not need to be state-of-the-art, and may be second-hand from local schools or businesses.

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

***Balance and Harmony*** have tight budgets, and will intentionally make up for lack of money by offering time and talent. They often do not consider themselves great money managers. They will give as generously as they can to the church and a little extra on holidays and for urgent needs. They may well appreciate church sponsored opportunities that coach family Christian financial management to manage debt and encourage generosity.

They generally trust the pastor/priest and official board to manage the finances of the church, and give to a unified budget. They may be interested in financial details for specific capital expenses, but a briefer narrative budget often satisfies their curiosity. Housing a non-profit or social agency in the church building may invite grants that can help offset maintenance costs.

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

Although operating on tight budgets, *Balance and Harmony* often find a way to afford computers and cell phones. They use the internet to keep in touch, and are familiar with different kinds of social media. They are more likely to download useful apps for their cell phone, and they will take voice mail messages and text. Spanish is still the primary language for communication, and English translation may be added as well.

They still appreciate verbal announcements at gatherings and printed announcements distributed at worship. They accept both print and digital newsletters, and may download information from the internet. They are more likely to check the church calendar on the internet than on the wall of the church hall.

*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.