

# Segment **K37: Wired for Success**

Young, mid-income singles and couples living socially-active city lives

Resource: Mosaic by Experian.

## Religious Experience in a Nutshell

Religious Perspective: *An eccentric habit with only occasional advantages*

Common Spiritual Issues: *Feeling trapped by circumstances, anxieties about self-esteem and guilt*

## Potential Influence

Lifestyle Compatibility	Family Group K Significant Singles	Frequent Neighbors
B10 Cosmopolitan Achievers	K37 Wired for Success	B07 Generational Soup
E19 Full Pockets Empty Nests	K38 Gotham Blend	C13 Silver Sophisticates
O51 Digital Dependents	K39 Metro Fusion	H26 Progressive Potpourri
O54 Striving Single Scene	K40 Bohemian Groove	H27 Birkenstocks and Beemers

## General Comments

Churches have a hard time reaching these socializing singles. They are highly mobile in their career paths, and churches must have a sophisticated internet presence. They are thoughtful and progressive, and can become involved in liberal causes, art shows and film noir, rock concerts, and multi-cultural celebrations. Churches must have a significant reputation in the social justice or arts sectors. They gravitate to whatever is unconventional, and are curious about other cultures and tolerant of alternative lifestyles. They are not necessarily interested in religion, but will engage in conversations about spirituality. Churches must not be pushy, stodgy, or doctrinaire about religion, but open to spiritual insights from all cultures.

Experian suggests that these young, college educated singles, 25-45, have entry jobs that offer rapid advancement. They live in energetic, urban environments. They are also great consumers, crave status recognition, and seek successful role models. Churches that are all about the "American Dream" (affluence, success, family, property ownership, etc.) may have an especially hard time connecting with these people. They will more likely connect, briefly, with counter-cultural churches with a sense of urgent action.

Younger singles in this segment live in the present moment with a personal conviction of invincibility. They are not thinking about eternity. A crisis of job loss or rejection, the tragic death of a peer or an economic crisis, or a personal accident or sudden threat of global Armageddon (global warming, war, or pandemic) can create windows of vulnerability when God is a hot topic.

## **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

<b>High Priority</b>	<b>Medium Priority</b>	<b>Low Priority</b>
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## Leadership Preferences

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

THE CONSTANT LEADERS		THE ORGANIC LEADERS		THE EXTREME LEADERS	
	<b>Caregiver</b>		<b>Discipler</b>	x	<b>Visionary</b>
	<b>Enabler</b>	x	<b>Guru</b>	x	<b>Mentor</b>
	<b>CEO</b>			x	<b>Pilgrim</b>

*Wired for Success* is more likely to connect with a leader than an organization. If people are looking for a Christian leader at all, they are seeking someone who considers themselves to be a "spiritual leader" rather than an "institutional pastor". These leaders may or may not be ordained, but live an intentional spiritual life that can be observed, explained, and taught to others. They have often traveled widely among different cultures in America or internationally, and appreciate the insights of different religious traditions. They are open to original insights and expressions of spirituality. Christ is not a dogma, but an experience of the nearness of God.

These leaders are often older rather than younger, and think of faith as a journey or a mystery. They are willing to spend significant time in person or on line with an individual seeker, and can guide them to reflect on their own life experience and discover God in their own way. These leaders can be severe or gentle, concrete or abstract, as the situation demands, and are unafraid to play either role. They tend to lead unconventional or counter-cultural lifestyles, and may seem "maverick" to traditional churches. They emphasize accountability, and may occasionally advocate or lobby for justice issues. Part of the attraction of these leaders is that they are often opposite to the lifestyles of people in this segment. They are *not* status conscious, and *not* sidetracked by self-indulgence or conspicuous consumption.

*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	x	Take-Out
		x	Healthy Choices		

**Wired for Success** are unlikely to come to church unless there is a strong connection with a spiritual leader. Their attendance may be very sporadic and unpredictable. They will probably arrive on foot or use public transportation, so parking is rarely an issue. They enter tentatively and cautiously through a main entrance. Greeters should be sincere, informal, and never pushy.

The best environment is similar to a concert hall. The vestibule should be large enough to accommodate several serving stations. Decorate with lots of living, green plants, and images of nature or of multiple cultures. Avoid crosses (which are associated with jewelry and materialism), ancient and obscure symbols, and images of Bible scenes. Instead use "New Age" images of nature, the universe, or abstracts with lots of color. Background music may be quiet and high quality, but not "religious" in any overt sense.

Refreshments are a mix of deli-style snacks and health foods. If core values and municipal licensing permit, serve one or two local micro-brews and wine. Give valuable gifts to visitors, making sure that the website address of the church is attached. Deploy a team of identifiable hosts and hostesses to mingle. They should encourage links to social media, and follow up later with a texted greeting and "thought for the day".

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

**Wired for Success** are irregular in attendance. Worship should be an epic event ... an "experience", not a "liturgy" ... and include just three elements: musical performance, social service focus, and lifestyle or spiritual coaching by the spiritual leader. Prayers, hymns, creed, announcements, passing the peace, and so many other elements considered by church people as "good worship" are unnerving and unnecessary distractions.

People will probably not sing, but they will observe, appreciate, and become emotionally involved in great music performances. They appreciate a wide variety of musical genres, and especially pop, rock, hip hop (and some blues, jazz, and even occasional blue grass). They also appreciate a variety of instrumentations. They welcome cross cultural instruments (like sitars), but they often do not welcome "churchy" instruments (like organs and pianos).

Coaching is always offered by the spiritual leader. Other witnesses and testimonies are unnecessary. The leader generally speaks without notes, with supplemental points and images on video screens, and may invite questions by voice or text during the presentation. Content is practical "how-to" advice, but specifically aimed to help people find meaning and purpose in life.

*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	x	Topical	x	Peer Group

*Wired for Success* is unlikely to participate in a Sunday school. However, they can become interested in specific topics and may follow-up a sermon on-line later in the week. Post a summary of the message on line. Spiritual guidance is offered through blogs, chat forums, and social media. The spiritual leader (or their immediate disciples) will start blog conversations and forum threads, or chat in social media. Websites are the real "classrooms" for continuing education. Websites may invite people to respond with their own ideas and images, but they must be carefully monitored for content.

*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

*Wired for Success* enjoy close circles of friendship, and participate in any activity that builds relationships, reflects on spirit and culture, and critiques the ethical behavior of governments and corporations. Small groups are always midweek, and often during the day (breakfast, lunch hour, etc.), because the weekends and nights are already full of personal activities. Consider holding small groups at gyms and fitness clubs, since people in this segment go regularly. Spiritual and physical fitness go together, and "spirituality" can be a way to gain status and recognition among peers. Groups are very short term commitments. The best leader is the key spiritual leader, but his or her disciples, or an expert on some topic, will also be appreciated. Groups are very dialogical (not presentational), and may be supplemented with video or internet content.

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

*Wired for Success* can become energized around many social issues, but they are particularly passionate about business ethics and economic justice, human rights, the environment, racial equality, and tolerance for other cultures and alternative lifestyles. The focus of their interest is often to release human potential, advance social justice, and approximate utopian dreams for universal health, peaceful coexistence, and tolerance.

The most powerful attraction of any outreach ministry is the opportunity to multiply or deepen relationships. Whatever the topic, an underlying goal is always to meet people and make intimate connections. This is true even for protest marches and sit-ins. The commitment for outreach is often short term, and people are eventually distracted by other personal pursuits. They support outreach primarily through advocacy and education. They are less likely to serve on non-profit boards or give money. They are really too busy with their personal lives to be seriously disaffected for very long, and this means that their interest in outreach tends to be crisis-driven.

*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

*Wired for Success* live in a wireless world and often intensely personal world, both of which are highly mobile. They are unlikely to take interest or responsibility for buildings of any kind. A church may as well rent a concert hall or university auditorium, or run a cafe or wine bar. Owning a property with sanctuary and education space is a waste of resources, and any church gymnasium will never compete with the local fitness club. "Being seen" and "opportunity for interaction" are the biggest concerns of people in this lifestyle segment. The venue of any event needs to offer both possibilities.

Technologies are critical. Websites provide the digital "space" for learning and dialogue. Church leaders need to be equipped with tablets and smart phones. They are regularly online and maximize the use of many different digital applications. Images or symbols in cyberspace are of nature, or cross-cultural faces, or abstracts. Film and video clips replace words.

*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		Informed Philanthropy & Pledging
x	Designated Programs & Mission Projects		Lifestyle Coaching & Family Financial Planning

*Wired for Success* generally distrust church institutions, and assume that centralized church boards and denominations will waste money on needless overhead, or even divert funds for self-interest. They are unlikely to contribute to a general fund. They prefer to give to micro-charities that have very specific, usually liberal agendas. These charities are very transparent with their donors, sharing information and pictures, updating success, and answering questions.

They are also unlikely to pledge to a church institution, or participate in any traditional stewardship campaign. Many in this segment already carry high debts left over from university educations, and have maximized credit cards to support their passion for fashion and trendy lifestyles. Therefore, they might respond to opportunities for financial management coaching (debt retirement and investment strategies) that could include a portfolio of micro-mission giving. They might meet as part of a small group with a Christian "financial counselor" in a cafe or wine bar for conversation.

*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
x	Email Receptive	x	Broadcast Cable TV	x	Internet Radio		Print		AM/FM Radio		Personal Visits

**Wired for Success** are early adopters of technology and always on line. They use lap top computers, tablets, and smart phones in their mobile lifestyles, and are more likely to text than e-mail. They surf the web, and use the internet for a whole range of financial, shopping, and communication needs. However, they dislike all kinds of advertising.

The best way to reach them is not through an ad, but through a conversation. Send a reminder by text message, or an announcement through any number of social media platforms. News of coming events or interesting opportunities usually comes through a network, and some items can go "viral" quickly among their wide circles of friends and acquaintances.

They do access print or hard copy resources occasionally, mainly magazines with lots of images and short articles. Any church publication or brochure should be in a magazine format, and be available in digital versions as well. Spiritual leaders can keep in touch and sustain interest by texting a "thought for the day", coupled with an invitation to look at a blog or participate in a forum.

**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.