

Segment **K40: Bohemian Groove**

Older, unattached individuals enjoying settled urban 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
G24 Status Seeking Singles	K37 Wired for Success	F22 Fast Track Couples
O54 Striving Single Scene	K38 Gotham Blend	J34 Aging in Place
P56 Mid-scale Medley	K39 Metro Fusion	L42 Rooted Flower Power
	K40 Bohemian Groove	O52 Urban Ambition

General Comments

Bohemian Groove are often interested in spirituality, and might participate in a church. These people are late adopters for technology, like so many churches, and might enjoy a church with informal worship that values intelligent preaching and a rich selection of music and social or artistic activities. They maintain a large circle of friends and are active in community groups. They are laid back, and no longer driven to date, so they enjoy music, hobbies, and creative arts. They are still curious and growing, and often engage in educational programs. **Bohemian Groove** can build bridges of empathy between lifestyle segments that do not ordinarily get along together.

The challenge for the church is that people in this segment are extremely individualistic. Their avoidance of conformity is so severe that they are self-conscious iconoclasts. They don't fit easily into established church stereotypes. They are quite open to alternative lifestyles and other cultures, and advocate gender and racial equality, but may have unpredictable views on any number of hot topics. They are very interested in health and nutrition, but also enthusiastic about alternative medicines and treatments. They probably will avoid church membership, and maintain their distance by remaining occasional adherents.

The church can certainly make use of their high energy, ability to multi-task, and musical creativity and expertise. They like to take leadership and influence opinions, and could be talented small group leaders. However, they may be uncomfortable with the top-down accountability of many church institutions, and also resist the consensus-building ways of church decision-making.

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
	Enabler	x	Guru		Mentor
	CEO			x	Pilgrim

Bohemian Groove often connect with the leader rather than the church. Christian leaders that earns their respect are probably as individualistic and open-minded as they are. They do not need to be larger than life or particularly charismatic, but do need to cast a big, inclusive vision that embraces all cultures and lifestyles. These leaders have broad experience of many cultures, and appreciate many religious perspectives. Leaders are open to experiment with different spiritual practices, and may creatively blend religious ideas. They are often notable for their curiosity, speculative imagination, and desire for personal growth. They are less well known for their social activism or high expectations of discipleship.

Such leaders are often mavericks in their denomination, and stand somewhat apart from the “ecumenical” Christian community. As Christians, they tend to be committed to the experience of incarnation but not to dogmatism, and they are open to the Spirit but skeptical of creeds. Theology, philosophy, and psychology may blur together. They also tend to be quite artistic and have some expertise in music or visual art. Their more mystical approach to spirituality cannot be contained in any one religion.

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	X	Multiple Choices	X	Take-Out
		X	Healthy Choices		

Bohemian Groove may connect with a church off and on, especially if the church is visibly multi-cultural, respects other religions, has an excellent and diverse music ministry, and offers interesting small group affinities. They enter tentatively and cautiously through a main entrance. Greeters should be sincere, informal, and never pushy. Refreshments are a mix of deli-style snacks and health foods. If core values and municipal licensing permits, serve one or two local micro-brews and wine.

The environment may have a sense of history, but classic Christian symbols are perceived more as works of art than theological statements. The fellowship area should be large enough to accommodate several serving stations. Decorate with lots of living, green plants; and images of nature or of multiple cultures. Decorate with a variety of religious symbols, 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. Always provide several methods through which they can provide feedback and constructive criticism of the church. Solicit criticism with genuine interest to improve the quality and relevance of programs.

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				

Although the blend of educational and inspirational worship purposes is often associated with “traditional” worship, the worship *Bohemian Groove* most likely appreciate is anything but traditional. It is inspirational because the musical performances, aesthetic environment, and lavish cross-cultural images stimulate the imagination and encourage personal religion, and not because worship motivates conversion, evangelism, or social action. It is educational because message is philosophically challenging and is often provided by people with proven expertise or broad cross-sector experience, and not because it explains doctrine or exposit scripture. It is often helpful to include a Q/A period following the message, or provide opportunities for dialogue with the speaker immediately after worship.

Worship basically consists of two elements: musical performance and stimulating message. Prayers, hymns, creed, announcements, passing the peace, and so many other elements typical of Christendom worship are unnecessary, unless they are combined or synthesized with spiritual practices from other cultures and religions. Meditative moments surrounded by reflective music are helpful.

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
x	Experiential	x	Topical	x	Peer Group

Bohemian Groove probably don't pay a great deal of attention to Sunday school, but if they do they will have strong opinions. The content of education should be open-minded and explore truth through many perspectives and sacred writings. Whatever the method of education, it should encourage people to think for themselves and express ideas without fear of judgment. The best education does not separate seekers by generation or gender, but it is sensitive to special needs and learning disabilities.

Churches that attract the attention of these people often provide a wide offering of continuing education opportunities. These may be specifically religious, but many offerings will involve interests and activities with only casual spiritual connections. Learning opportunities are diverse and taught by experts: music, handicrafts, painting, cooking, or nutrition, alternative medicines, and literature. Learning opportunities may rely on print or digital resources related to religion and culture, religion and science, or religion and psychology.

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	
	Trained Leaders	x	Curriculum Study
x	Rotated Leaders	x	Shared Affinity

Bohemian Groove often welcome midweek small groups as opportunities to socialize and learn, but not necessarily to shape spiritual lifestyles or pray. Groups may be short or long term, but people will feel fairly free to drop in and out as they wish. They may focus on a particular resource, or may be organized around crafts, music appreciation or performance, nutrition, health, etc. Groups generally minimize structure and encourage spontaneity. Group participation may not be consistent from week to week.

Most of the people in this segment consider themselves leaders rather than followers. Group leadership is often rotated so everyone has an opportunity to facilitate discussion or guide an agenda. It isn't too difficult to get people talking, but don't expect that group meetings will come to any particular intellectual agreement or consensus of opinion. Disagreement is fine. Occasional intervention to reconcile personality conflicts or resolve disputes might be necessary.

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	X	X
Human Potential		X
Salvation and Human Destiny		

Bohemian Groove is interested in helping others, and they will volunteer for civic organizations, but they will volunteer for less strenuous duties that can blend in with their other personal pursuits. They are leaders and influencers, and they may commit to serving on the board of a non-profit organization. However they will understand their board function as policy development, planning, and networking, rather than mentoring or modeling behavior.

The activist days for people in this segment are probably over. Outreach has a distinctively educational focus for people. They support events that raise consciousness and invite dialogue. Topics of special interests might be cross-cultural and promote inter-religious understanding, tolerance of alternative lifestyles and sexualities, or alternative health and nutritional programs. Some may be persuaded to lead a workshop or teach a seminar through the church. Churches that develop major “signature” outreach ministries for counseling, health, and peacemaking may invite their participation. Other topics related to any number of handicrafts, music, painting, sculpting, and cooking may be the door through which they connect with a church. Some *Bohemian Groove* are in some form of transition (between relationships, jobs, homes, philosophies, and faiths). Outreach that provides peer mentoring opportunities may be well received.

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		Classic Christendom
x	Utilitarian		Postmodern	x	Contemporary Post–Christendom

Bohemian Groove is well into the post-Christendom world, but often with only modern technologies. They tend to have relativistic values, blurred beliefs, and self-centered lifestyles, but they tend to explore all of this through reading print and face-to-face dialogue. The spiritual community will always be more important than the church building, but the facility still needs to shelter opportunities for inspiration and education. *Bohemian Groove* are sometimes keen to preserve historic architectures, but usually they want to avoid paying for high maintenance costs and seek government subsidies or grants from charities.

Ecclesiastical architecture may or may not inspire people in this segment, but it is associated with spirituality in general. They will prefer a variety of symbols from many faiths, in many cultural expressions, in any worship or learning environment. Video screens and internet connections are less important. Churches that rent space from cultural centers, community centers, colleges, or concert venues may have more credibility.

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	x	Lifestyle Coaching & Family Financial Planning

Bohemian Groove is often hesitant to give money that merely sustains useless property and needless bureaucracy. However, if they respect the spiritual leader and appreciate the programming that is housed in a facility, they may support a *progressive* institution. They are by no means wealthy. They often have modest jobs in the service sector, and few investments. Their incomes adequately support their laid back lifestyles and inexpensive personal passions, but there is not a lot of discretionary income to give away. They prefer to carefully select their giving targets to ensure that they get the biggest positive results in mission per dollar donated.

Bohemian Groove is unlikely to participate in any traditional stewardship campaign, and will probably not pledge to support a unified budget. They are more likely to give a portion of some financial windfall to charity ... or to a credible spiritual leader ... for mission. They prefer to be generous with their time and enthusiasm to advocate important causes or educate in selected topics. If they give money, they like to follow up their interest with updated information about the success of the mission in which they have invested.

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

Experian suggests that *Bohemian Groove* have mixed appreciation for postmodern technology. They go online for information and medical advice. However, they often prefer to talk face-to-face rather than on-line and they are as likely to buy a book as download a resource. They may have a cell phone, but will probably not use it to surf the web, engage in social media, or even check email. They listen to radio for a wide range of music and opinion. If they have cable or satellite televisions, they probably tune in to special music and entertainment channels. They may also watch programming related to travel, crafts, and cooking.

Bohemian Groove will pick up a brochure from a church before they browse the website of a church, but they will probably resent mass mailings and unsolicited contacts. Place ads in the newspaper in the entertainment and life sections (and focus ads on concerts, exhibitions, and continuing education opportunities), rather than worship times and preachers. People in this segment are spontaneous, and may act on impulse. They may not register in advance, but just show up at the door. So keep advertising going right up to the day of the event.

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

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

LEADERSHIP

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

HOSPITALITY

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

EDUCATION

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

SMALL GROUPS

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

IMPORTANT DEFINITIONS (cont.)

WORSHIP

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

OUTREACH

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

FACILITIES

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

FINANCES

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

COMMUNICATION

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