

Segment B10:

Cosmopolitan Achievers

Affluent middle-aged couples and families enjoying dynamic lifestyles in metro areas

Resource: Mosaic 2021 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

Common Church Presence

- Religion associated with heritage
- Occasional attenders

- Aesthetics and spirituality go together
- Openminded and respectful of cultural nuances

- Bi-lingual church leaders have more credibility
- Faith as a moral anchor



Potential Influence

Lifestyle Compatibility	Family Group B <i>Flourishing Families</i>	Frequent Neighbors
A06 Jet Set Urbanites C12 Golf Carts and Gourmets D16 Settled in Suburbia D18 Suburban Nightlife	B07 Across the Ages B08 Babies and Bliss B09 Family Fun-tastic B10 Cosmopolitan Achievers	C13 Philanthropic Sophisticates A01 American Royalty G24 Ambitious Singles E19 Consummate Consumers

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. Aesthetics and spirituality are closely related. Spirituality is often expressed through visual, dramatic, and musical arts. People in this lifestyle segment are content with accepted faith and practice, and not particularly philosophically adventurous. Spirituality may be integrated with holistic health and material success and is often informed by travel and experience with different cultures. 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. The church may or may not be bilingual in worship and programming, but leaders who are bilingual or from multicultural backgrounds are highly respected. Religion is often associated more with a lifestyle of humility, piety, and compassion than with an institution. It is nurtured more through the mentorship of a spiritual leader, and the company of spiritual companions, than through church membership and worship attendance.

Color Key	High Priority	Medium Priority	Low Priority
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High Priorities also marked with "X" for churches photocopying in black and white.

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

Traditional		Progressive		Radical	
	Caregiver		Discipler	x	Visionary
	Enabler	x	Guru	x	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 clergy 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 clergy 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.

Lifestyle Connectivity

Clergy are expected to have online presence as teachers and use digital technology to attend meetings and network with other church and non-profit partners. They readily search the web for information and have a generally global perspective, but they can also speak from personal experience. They are comfortable with video conferencing, and with being on camera leading virtual worship, webinars, or devotions.

Hospitality PreferencesResource: *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 bilingual. 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 multicultural tastes. The pastor or priest 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.

Lifestyle Connectivity

These multi-generational households all use social media, but they have a strong sense of civility and social responsibility as they do so. They go to great lengths protecting personal data and images of family. They enjoy sharing entertainment venues with good friends either in-person or online but seek environments that are quieter and artistic. They are more likely read the news or a church newsletter from a tablet while eating a healthy breakfast.

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

Traditional		Modern		Postmodern	
	Caregiving Worship	x	Inspirational Worship		Mission-Connection Worship
x	Educational Worship		Transformational Worship		Coaching Worship
	Healing Worship				

Cosmopolitan 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. Eucharist 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 certified professionals rather than laity.

Most people in this segment are well educated. They will expect preaching to be instructive. Worship has the dual purpose both to teach values and beliefs and inspire optimism about life. Worship should mainly respond to global 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).

Lifestyle Connectivity

These multigenerational households are very conscious of health and safety concerns and will avoid on-site worship if family members are ill or pandemic cases are rising. They are more likely to watch live stream video on Sunday morning than recorded videos later in the week. While their online participation may be acknowledged, they may not want to be visible on screen or mentioned by name during the worship service.

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

Cosmopolitan Achievers tend to have traditional expectations of more structured and generational Christian education for children ... but teens, young adults, and older adults often 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. The Bible is usually one important resource among many spiritual and ethical resources and is not exclusively authoritative. Educational environments tend to be comfortable and wireless.

Lifestyle Connectivity

Cosmopolitan Achievers have carefully nuanced vocabularies, but do not necessarily rely on printed curricula. Resources are often available online and include video. Such media allows access to experts from other sectors (social service, political, educational, etc.). Christian education directors need to develop an extensive library of digital resources and recommend trusted links to other agencies and institutions.

Small Group Preferences

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

Leadership		Focus	
x	Trained Leader	x	Curriculum Study
	Rotate Leaders	x	Shared Affinity

Cosmopolitan Achievers may prefer Christian education and spiritual growth to occur in time-limited, mid-week small groups or gatherings. Discussion is usually guided and structured. Groups 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 than socialization and provide a window on the world. They help people understand the anxieties and spiritual struggles of life and find hope during adversity. They need to be more focused on a topic of interest (often related to the arts, social issues, travel, environmental crises, or global concerns).

Lifestyle Connectivity

All age groups in these households use social media in some way, and communication platforms may vary according to generation. They are more likely to use focused media like Instagram and Twitter, and less likely to use general media like Facebook. They value receiving important information in a timely manner, but dislike intrusive advertisements (from society or church).

Outreach PreferencesResource: *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 tend to be progressive liberals in social values and globally and cross-culturally. 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. 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 physical fitness).

Their empathy is for people challenged to improve their quality of life in daily living. They support outreach ministries that fight disease, famine, racism, 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. They often serve on an agency board.

Lifestyle Connectivity

Outreach ministry always has a strong internet presence. This includes websites offering images, updates, and links to mission partners, and which identify decision-makers and investment strategies. They will use various social media to communicate and coordinate mission, and videoconferencing to meet and network with non-profit agencies.

Facility PreferencesResource: *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 can appreciate either ecclesiastical or utilitarian facilities. Facilities may not be overly elaborate, but they must be safe, clean, and holistically healthy environments. They take 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 in traditional denominations, and value symbols related to a particular Catholic, Orthodox, or Protestant tradition.

Lifestyle Connectivity

These households tend to be progressive in their use of technology. They expect internet access in every room, and offices updated with the updated hardware proven to be reliable and confidential. Television monitors are common in classrooms. They are usually present in sanctuaries but need to be tastefully blended in with traditional architecture. Provide security cameras inside and outside, particularly in areas designated for children.

Financial PreferencesResource: *See, Know, and Serve* by Thomas Bandy (Abingdon Press)

Giving Target		Giving Method	
	Unified Budgets & General Funds	x	Informed Philanthropy & Pledging
x	Designated Programs & Mission Projects		Lifestyle Coaching & Family Financial Planning

Cosmopolitan Achievers tend to be enthusiastic consumers and savvy investors. They are conservative financial managers who avoid debt but are 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, endow or support educational initiatives, and lobbying for government or corporate policy.

The degree of generosity is strongly influenced by respect for the clergy or priest. They are motivated by the spiritual leader'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. They want detailed information about the strategic plans and financial needs of institutions they respect and support.

Lifestyle Connectivity

These households often donate money to charities online and look for opportunities to designate their giving based on an investment prospectus. They expect the church website to include financial information, updates, and stories that describe how money is used for mission. If they have questions, they will look for links to other pages or agencies and may email questions and expect rapid responses.

CommunicationResource: *Mosaic E-Handbook* by Experian

Communication in Daily Living					Communication in Church Participation						
x	Broadcast/Streaming TV		Direct Mail	Radio	x	Live/Recorded Video	Print and Paper		Announcements or Visits		
x	Mobile SMS	x	Email	x	Social Media	x	Text Message	x	Email	x	Social Media

Cosmopolitan Achievers expect to find a welcome center in the church building that provides essential printed information and devotional resources. However, they turn to the internet for information about events, investments, and shopping. 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.

Lifestyle Connectivity

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 clergy and other staff regularly contribute to a blog.