

**Segment K37:*****Wired for Success*****Young, mid-income singles and couples living socially active city lives**

Resource: Mosaic 2021 by Experian.

**Religious Experience in a Nutshell**

Religious Perspective:

*An eccentric habit with only occasional advantages*

Spiritual Issues:

*Feeling trapped by circumstances, anxieties about self-esteem and guilt***Common Church Presence**

- Occasionally spiritual, rarely religious
- Intimacy in virtual reality
- Ambitious in careers
- Anxious about the future
- Passionate about justice
- Impatient with dogmatism

**Potential Influence**

<b>Lifestyle Compatibility</b>	<b>Family Group K <i>Significant Singles</i></b>	<b>Frequent Neighbors</b>
E19 Consummate Consumers O51 Digitally Savvy O53 Colleges and Cafes O54 Influenced by Influencers	K37 Wired for Success K38 Modern Blend K39 Metro Fusion K40 Bohemian Groove	B07 Across the Ages B10 Cosmopolitan Achievers C13 Philanthropic Sophisticates H26 Progressive Assortment

**General Comments:**

Churches have a hard time reaching these socializing singles. They are not necessarily interested in religion but will engage in conversations about spirituality. They are highly mobile physically and virtually, 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 turned off by culturally homogeneous churches that are agents of assimilation but may connect to creative faith communities that are agents for social transformation. Churches must not be pushy, stodgy, or doctrinaire about religion, but open to spiritual insights from all cultures. They may connect, briefly, with pop up communities of faith with a sense of urgent action.

They have ambivalent attitudes toward secularity. In some ways, they epitomize urbane attitudes, adapt to current trends, and enjoy life. In other ways, they are counter-cultural: critical of institutions, individualistic, and worried about the future. They may be attracted to gurus who preach a “Gospel of Success” but are quick to discern hypocrisy. They 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.

<b>Color Key</b>	<b>High Priority</b>	<b>Medium Priority</b>	<b>Low Priority</b>
------------------	----------------------	------------------------	---------------------

*High Priorities also marked with “X” for churches photocopying in black and white.*

## Leadership Preferences

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

Traditional		Progressive		Radical	
	Caregiver		Discipler		Visionary
	Enabler	x	Guru	x	Mentor
	CEO			x	Pilgrim

*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 people who consider themselves to be a "spiritual leader" rather than an "institutional pastor". Credible spiritual leaders model an intentional spiritual life that can be observed, explained, and taught to others. They have often traveled widely among different cultures and appreciate the insights of different religious traditions. Christ is not a dogma, but an experience of the nearness of God.

Occasionally these leaders equate grace with material success. More often they think of faith as a journey or a mystery. They can guide people to reflect on their own life experience and discover God in their own way. Accountability is important. These leaders can be severe or gentle, practical, or theoretical, as the situation demands, and are unafraid to play either role. They tend to lead unconventional lives and may seem "maverick" to traditional churches. 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.

### *Lifestyle Connectivity*

Spiritual leaders are influencers who can spend significant time with mentees physically or virtually. They often have many followers via blogs and social media. They are often torn between arrogance and humility and may periodically "step away" from social media presence and retreat to realign themselves with core values and meaning.

## 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 like 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 Biblical 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.

### *Lifestyle Connectivity*

Use social media and follow up later with a texted greeting and "thought for the day". Offer links to ongoing social service and advocacy work sponsored by the church and partner non-profits. Send urgent text messages to call attention to political or social issues that relate to freedom of belief or ethical decision.

## Worship Preferences Resource: *Worship Ways* by Thomas Bandy and Lucinda Holmes (Abingdon Press)

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

*Wired for Success* are irregular in attendance and may only attend a major celebration during the year. 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, creeds, 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 instrumentations. 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.

### *Lifestyle Connectivity*

*Wired for Success* may become involved in worship as a secondary outcome of outreach. Participation in some social service or advocacy non-profit can build deeper relationships, and a growing sense of meaning and purpose can result in a form of very informal, mission-conscious, prayerful practice. The more they immerse themselves in the life struggles of other lifestyle segments, the more they raise questions about the meaning of life and the presence of God.

## Education Preferences

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

Form		Content		Grouping	
	Curricular		Biblical		Generational
x	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 online later in the week. Post a summary of the message online. 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.

### *Lifestyle Connectivity*

*Wired for Success* surf the internet for resources in video or print formats. They rely more on Wikipedia than an encyclopedia. Virtual gaming has become an art form: an alternative way to identify with the life struggles of minorities or oppressed people, understanding complex events, and testing creative ideas. Virtual games often reveal deeper existential anxieties and spiritual longings and are a means of building empathy with unseen strangers.

## Small Group Preferences

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

Leadership		Focus	
x	Trained Leader		Curriculum Study
	Rotate 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. The paradigm for a

small group comes from 12-Step programs rather than church Bible Study groups. Groups may have their own mantras and mini-rituals and may connect participants with individual mentors. The difference between AA and a small group is that the former helps people live one day at a time, and the latter help people discern the meaning of life and personal destiny. 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.

#### *Lifestyle Connectivity*

Groups are very dialogical and may be supplemented with video or internet content. However, the opposite may be true. Virtual contact may be supplemented by intimate relationships. They avoid popular social media platforms with too much idle chat and advertising, and prefer instant messaging and email for constant, intentional, communication that offers personal encouragement and deeper content.

### 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. Their interest in outreach tends to be crisis driven.

#### *Lifestyle Connectivity*

*Wired for Success* learn best about local and global issues through streaming or recorded video. They coordinate advocacy and service activities through instant messaging ... often with rapid spontaneity in response to urgent concerns. Churches usually don't spearhead these exchanges. They must catch up with social service activists who are already on the ground.

### 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* 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 few church gymnasiums can compete with the local fitness club. If there is a property associated with the church, it will be extremely utilitarian, and the location follows the mission field.

"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.

#### *Lifestyle Connectivity*

*Wired for Success* live in a wireless and often intensely personal world, both of which are highly mobile. Technologies are critical. Websites provide the digital "space" for learning and dialogue. Church leaders need to be equipped with tablets and smartphones. 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.

### Financial Preferences

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

Giving Target		Giving Method	
	Unified Budgets & 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.

#### *Virtual Church*

*Wired for Success* manage money virtually. They invest in specific missions, transferring money digitally to social service, advocacy, or educational initiatives that are managed efficiently with minimal overhead. They may not carry much cash, and what they have might be given spontaneously to a person or situation that touches their heart.

### Communication

Resource: *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		Social Media	x	Text Message	x	Email		Social Media

*Wired for Success* 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. They may also read printed summaries of the church's public policies and strategic plans.

#### *Lifestyle Connectivity*

*Wired for Success* are early adopters of technology and always online. They use lap top computers, tablets, and smartphones in their mobile lifestyles. 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 come through a network, and some items can go "viral" quickly among their wide circles of friends and acquaintances.