

Segment K40:***Bohemian Groove*****Older, unattached individuals enjoying settled urban 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**

- Spirituality, not religion
- Intelligent and artistic
- Liberal community activism
- Multi-taskers
- Strong vocal opinions
- Comfortable on modest incomes

**Potential Influence**

Lifestyle Compatibility	Family Group K <i>Significant Singles</i>	Frequent Neighbors
C11 Sophisticated City Dwellers G24 Ambitious Singles O54 Influenced by Influencers H26 Progressive Assortment	K37 Wired for Success K38 Modern Blend K39 Metro Fusion K40 Bohemian Groove	D18 Suburban Nightlife J34 Suburban Sophisticates L42 Rooted Flower Power O52 Urban Ambition

General Comments:

Bohemian Groove are often interested in spirituality, but only occasionally participate in a church. They might enjoy a church with informal worship that values intelligent preaching and a rich selection of music and social or artistic activities. They probably will avoid church membership and maintain their distance by remaining occasional adherents. 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. 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. They can be talented small group leaders. However, they may be uncomfortable with the top-down accountability of many church institutions. They avoid long committee meetings that waste time.

They maintain a large circle of friends and are active in community groups. They are 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 laid back and enjoy music, hobbies, and creative arts. They are curious and growing, and often engage in educational programs. They are very interested in health and nutrition, but also enthusiastic about alternative medicines and treatments. They can build bridges of empathy between lifestyle segments that do not ordinarily get along together. They join teams and actively support social justice and racial reconciliation.

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		Mentor
	CEO			x	Pilgrim

Bohemian Groove often connect with the leader rather than the church. Christian leaders that earn 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 often involved with one or more non-profit social services, educational institutions, or arts organizations. Such leaders are often mavericks in their denomination and stand somewhat apart from the “ecumenical” Christian community.

Lifestyle Connectivity

Spiritual leaders tend to be artistic and may have strong musical skills in cross-cultural genres. They may create music videos, using music, image, and drama to convey a deeper sense of meaning and purpose. They are more likely to text pithy ideas frequently than write long emails and may have many followers.

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. Special events may be catered to serve gourmet 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.

Lifestyle Connectivity

The refreshment center may double as a coffee house during the week. Its like an “Internet Cafe” with a Christian values system. At night, it’s like a club that offers table conversation among friends, spontaneous interaction with strangers, and live music with local, semi-professional bands that highlight different cultures.

Worship Preferences Resource: *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				

As Christians, *Bohemian Groove* 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. Their more mystical approach to spirituality cannot be contained in any one religion. 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 the 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.

Lifestyle Connectivity

Worship is routinely livestreamed, and music and message may be recorded to church websites. Include interviews with performers about their music, spirituality, and lifestyles.

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 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.

Lifestyle Connectivity

Education is often experiential. It emerges from music, drama, and visual arts rather than textbooks, essays, and speeches. They do not rely on popular social media platforms, but they will watch or listen to blogs and follow spiritual or cultural gurus. They carry on discussion through rapid-fire instant messaging, along with face-to-face conversation in cafes and restaurants.

Small Group Preferences

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

Leadership		Focus	
	Trained Leader	x	Curriculum Study
x	Rotate 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 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 specific intellectual agreement or consensus. Disagreement is fine. Occasional intervention to reconcile personality conflicts or resolve disputes might be necessary.

Lifestyle Connectivity

Small group participants may communicate with each other and/or the leader via frequent text messages to share ideas or comments or communicate enthusiasm or anxiety. They are unlikely to use popular social media platforms. Group leaders should respond quickly to any comment or question.

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

Outreach has a distinctively educational focus for people. They support events that raise consciousness and invite dialogue. Topics of special interest 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. Other topics related to any number of handicrafts, music, painting, sculpting, and cooking may be the door through which they connect with a church.

Lifestyle Connectivity

Churches that develop major "signature" outreach ministries for counseling, health, sustainable environments, and peacemaking may invite their participation. Many are in some form of transition (between relationships, jobs, homes, philosophies, and faiths). Outreach that provides peer mentoring opportunities may be well received. Coordinate activities and share opportunities and urgent needs via instant messaging.

Facility Preferences

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

Property		Technology		Symbolism	
x	Ecclesiastical		Modern		Classic Christendom
x	Utilitarian	x	Postmodern	x	Contemporary Post-Christendom

Bohemian Groove appreciates architecture and symbolism in both traditional and contemporary forms. Facilities provide environments for spiritualities. They may be keen to preserve historic architectures, but not complicated floor plans and aging furniture. Church facilities often serve as cultural and community centers, extension colleges, or concert venues. Create as much open space as possible: widen hallways, eliminate partitions, and generally encourage an easy flow of movement. They expect a variety of symbols from many faiths, in many cultural expressions, in any worship or learning environment. They often like interior and exterior murals and signs to be striking, colorful and contemporary. Visual art, sculpture and stained glass, and handcrafted communion ware made by local artists is often welcomed. Sanctuaries can resemble art studios.

Lifestyle Connectivity

Technologies are critical. Websites provide the digital "space" for learning and dialogue. Leaders use tablets and smartphones. They are regularly online and maximize the use of many digital applications. Images or symbols are of nature, or cross-cultural faces, or abstracts. Video replaces 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	x	Lifestyle Coaching & Family Financial Planning

Bohemian Groove do not give money that merely sustains useless property and needless bureaucracy. They value quality progressive programming. They are unlikely to participate in any traditional stewardship campaign and will probably not pledge to support a unified budget. They prefer to avoid paying for high maintenance costs by seeking government subsidies or grants from charities. They are more likely to give a portion of some financial windfall to charity, or to a credible spiritual leader, for mission. 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. They prefer to be generous with their time and enthusiasm to advocate important causes, raise awareness of important issues, or educate the public in selected topics.

Lifestyle Connectivity

Bohemian Groove manages money virtually. They invest in specific missions, transferring money digitally to social service, advocacy, or educational initiatives. They may not carry much cash, and what they have might be given spontaneously to a person or situation that touches their hearts. 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.

Communication

Resource: *Mosaic E-Handbook* by Experian

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

Bohemian Groove merge personal and virtual conversation. They 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. The best advertising is often word-of-mouth which can become viral through instant messaging.

Lifestyle Connectivity

They listen to radio for a wide range of music and opinion. If they have cable or satellite televisions, they may watch documentaries that include religious figures and historical traditions, or interviews with cultural influencers. They may also watch programming related to travel, crafts, and cooking that often has spiritual overtones. Personal conversation in the coffee shop or internet café spills over into rapid fire instant messaging.