

Mission Impact: Relevant Ministry Choices

Place an "X" beside the expectations that best represent *current church membership*.
 Circle the expectations that best represent *the lifestyle segments you want to reach*.

<p>Leadership</p> <p>Each lifestyle segment tends to gravitate to certain kinds of leaders.</p> <p>Any give lifestyle segment may value a wide variety of leadership traits, but usually at least <i>two leadership expectations dominate</i>.</p>	Care Giver	Merciful, compassionate; special training in pastoral care and counseling; strong visitor; on call 24/7. Usually Ordained.
	Enabler	Approachable facilitator; special training in generational ministries; sensitive to lifestyle cycles; committed to tradition. Usually Ordained.
	CEO	Organizer, fund raiser; manages staff & volunteers; coordinates programs; excellent communicator. Ordained with administrative experience.
	Visionary	Strategic and long-term planner; strong motivator; cross-sector credibility; serious spiritual habits and discernment. Ordained or Lay.
	Discipler	Strong spiritual habits; matures Christians, grows leaders, mobilizes teams; strong seeker sensitivity, high accountability. Ordained or Lay.
	Mentor	Penetrating intuition, extreme spiritual discipline; 1:1 focus experience to break addictions and focus personal mission. Lay or neo-Monastic.
	Pilgrim	Accountable spiritual life, cross-cultural journey; "priestly" persona, inter-faith insights; radical sacrifice and simplicity. Lay or neo-Monastic.
<p>Hospitality</p> <p>All ways the public is greeted, sheltered, nourished, connected and before, during, in between, and after worship services.</p>	The Basics	One size fits all. One layer of untrained greeters; limited availability of generic foods; single serving station; no goodbyes.
	Multiple Choices	Different strokes for different folks. Layers of trained greeters, focus on newcomers. Ongoing food court. Immediate follow-up.
	Healthy Choices	Targeted hospitality. Layers of trained greeters; board or small group leaders intentionally mingle; Health, allergy conscious foods. Small group invitations.
	Take-Out	Mobile hospitality. Designated roving greeters; take food into worship, and take food home from church. Digital, wireless communication; follow up tweets & texts.
<p>Worship</p> <p>Worship based on <i>compulsion</i>, not <i>shopping</i>: lonely, trapped, dying, lost, broken, discarded, and victimized.</p> <p>Usually at least <i>two worship expectations dominate</i> and it is difficult for any church to "blend" more than two purposes in one service.</p>	Educational Worship	Bless people with information, interpretation, exposition, explanation, and advocacy. Link to tradition, take notes, and watch the clock. Words; aim at the head.
	Transformation Worship	Bless people with personal change & divine intervention. Rescue the trapped and addicted. Stories, drama, action, rhythm. Role models; aim at the gut.
	Inspirational Worship	Bless people with high spirits and light hearts. Sing, applaud, shout, enjoy, and send people fearless and strong into the world. Images; aim at the heart.
	Coaching Worship	Bless people with practical help to live a Christian lifestyle at home, work, and play; Informal, relational, and "how to". Video, drama, expertise. Aim at behavior.
	Healing	Bless people with physical, mental, relational, spiritual healing. Prayer, rites, awesome silence. Chants, background music, sensory experience. Aim at the body.
	Care Giving	Bless people with belonging. Pass the peace, children's stories, classic hymns, pastoral prayers, traditions. Gentle reminders, positive vibes. Aim at continuity.
	Mission-Connection Worship	Bless people with opportunities to covenant for mission, celebrate mission results. Cross-cultural, international, simultaneous witness & social service. High Tech.

<h2>Education</h2> <p>Each lifestyle segment tends to learn through distinct methods and technologies, and prioritizes certain areas of inquiry.</p> <p>At least <i>three preferences</i> dominate related to orientation, content, and structure.</p>	Curricular	Children, youth, and adult education are oriented around printed books or study guides. Passive, intellectual, classroom. Maturity measured by acquired knowledge.
	Experiential	Children, youth, and adult education are oriented around activities. More music, images, movement, interaction. Maturity measured by behavior patterns, attitudes.
	Biblical	Content focuses on the Old and New Testaments (and ancient Christian literature); Interpreted historically, culturally, and doctrinally. Maturity means Biblical literacy.
	Topical	Content on contemporary issues, ethical principles, or comparative religions. Faith applied to daily events. Maturity means ethical integrity and enlightened behavior.
	Generational	Gathers people by age, and parallel the grades of the public school system. Each age or grade to have private space and age-appropriate resources.
	Peer Group	Gather people by affinity or special interest, parallels the friendship circles that are “extra-curricular” to the public school. Common enthusiasm, multi-purpose space.
<h2>Small Groups</h2> <p>Each lifestyle segment tends to bond differently, and organize their groups in distinctive ways. <i>Two preferences</i> dominate for organization and focus.</p>	Rotated Leaders	Participants take turns leading the group. Leaders are primarily fellowship hosts and conversation facilitators. Limited training.
	Designated Leaders	Single leader guides the group from start to finish. Leaders are chosen for spiritual maturity, and guide spiritual growth. Significant training.
	Curriculum	Focus on a book, workbook, or structured program; chosen by the group or leader. The outcome of group participation is greater knowledge or self-awareness.
	Affinity	Focus on shared interest, enthusiasm, or activity. Personal growth occurs in the midst of the affinity, and the outcome is healthy behavior or mission.
<h2>Outreach</h2> <p>Each lifestyle segment finds certain kinds of outreach more relevant than others.</p> <p>There may be differences in the outreach they wish to <i>receive</i>, and what they choose to <i>volunteer to do</i>.</p>	Survival	Focus on basic needs for food, shelter, clothing, employment, and basic health care. Often related to food banks, shelters, recycling, job placement, and medical clinics.
	Recovery	Focus on addiction intervention, 12 step support, and counseling. Often address addictions (alcohol, drugs, tobacco, gambling, and pornography, etc.)
	Health	Focus on mental and physical fitness, disease prevention, healing and rehabilitation, and therapy. Often related to counseling, healing therapies, diet/exercise disciplines.
	Quality of Life	Focus on social well being. Often related to crime prevention, safety, immigration, environment; and conflict intervention, advocacy against violence and peace.
	Human Potential	Focus on personal/vocational fulfillment, education, and human rights. Often includes schools, training, career counseling, and intervention against discrimination.
	Interpersonal Relationships	Focus on family life, marriage, sexuality, and healthy friendships. Often includes marriage counseling and enrichment, divorce counseling, parenting counseling and training, and advocacy for non-traditional relationships.
	Human Destiny	Focus on repentance, conversion, stewardship, and alignment with God’s purposes. Often includes revivals, witnessing, canvassing, Bible distribution, prayer chains.

<h2>Facility, Symbols, & Technology</h2> <p>Lifestyle segments have individual likes and dislikes:</p> <ul style="list-style-type: none"> • Appearance of the facility; • Visual symbols that express vision and values; • Technologies or tools to enhance meaning and communication. 	Facility	
	Ecclesiastical	The facility must "look like a church": structures traditionally associated with churches: arches and apses, steeples, colored glass windows; linear seating, etc.
	Utilitarian	The facility must be "user-friendly": structures resemble and function like public buildings, entertainment centers, or schools; versatile and flexible.
	Symbols	
	Christendom	Signs and architecture use historic symbols associated with Christianity. Symbols supplement classic preaching and teaching.
	Contemporary	Signs and architecture favor symbols and images of broader spiritual significance, which are immediately recognizable by non-Christians.
	Technology	
	Modern	Technology primarily enhances print and oral communication. Audio and acoustical improvements; options for reading or listening; sight lines accessibility for seniors.
	Post-Modern	Technology primarily enhances multi-sensory interaction. Surround-sound, image, and video improvements; internet and social media; and multi-tasking.
<h2>Stewardship & Financial Management</h2> <p>People manage risk balancing organizational stability and mission effectiveness; and expectations for personal sacrifice by members and financial generosity.</p>	Stability & Effectiveness	
	Unified Budgets	Contribute money to a single general fund, and trust central administrators disburse funds for personnel, program, and institutional overhead. Stability first.
	Designated Giving	Contribute money to personal preferences, and administrators disburse money according to the giver's priorities. Effectiveness first.
	Sacrifice & Generosity	
	Informed Philanthropy	Stewardship primarily a financial commitment. They prefer to make informed, independent, confidential commitments for a tax benefit.
	Lifestyle Coaching	Stewardship primarily a lifestyle. They prefer to receive individual counseling; follow models of generosity; expect life benefits in return for obedience.
<h2>Communication Alternatives</h2> <p>Distinct kinds of media to receive and transmit information. Households balance communication preferences based on different age groups, but tend to rely on one or two combinations of the following alternatives.</p>	Newsprint	Receive knowledge through newspapers, magazines, periodicals; share information through newsletters, mailings; respond to visual advertising.
	Radio	Receive knowledge through AM or FM broadcasts, at home or in vehicles, and often the radio is constantly in the background at home, work, and play.
	Television	Receive knowledge through television programs and commercials, and often the television is constantly on. Images attract attention and stir emotion.
	Telephone	Share information and ideas through oral communication on corded or wireless telephone. Personal conversation, telemarketing, always talking.
	Internet	Receive knowledge by surfing the web, browsing websites, blogs, social networks, and respond well to pop-up advertising. Email and text.
	Gatherings	Share information by "hanging out" with others in their affinity group at unique gathering spots; board advertising, free stuff and free promotions.
	Multi-Sources	Communicate in all of the above ways; often simultaneously, using enhanced digital and wireless technology; text across the room or en route.