

Comparative Impressions Exercise

Inclinations and Attitudes

There are three steps to the exercise:

1. **Internal Church Evaluation** Focus group of church leaders or members indicates the general viewpoint of church members.
2. **Comparison to Mission Field** *Impressions Report* indicates the general viewpoint of people from the community or mission field.
3. **Possible Ministry Implications** Compare and interpret ministry expectations using preferences described in **Mission Impact**.

Step 1: Internal Church Evaluation

This self-evaluation for a church may be completed as a staff, board, committee, or other focus group. It will be used to compare the inclinations and attitudes of the church to that of a selected mission field beyond the church that has already been downloaded as an *Impressions Report*. Complete as individuals or as a group.

There are 10 indicators. The options listed for each indicator reflect the same choices included in the *Impressions* community survey. Let these options inform your personal response. Each one is scored on a scale of 1 (low priority) to 5 (high priority). Simply place an X in the appropriate box (1-5) to indicate your personal priority. Use the numerical value to average results to create a group score. This will be compared to the scores revealed by the community survey.

Extreme Priority	1 Very	2 Somewhat	3 Mixed	4 Somewhat	5 Very	Extreme Priority
<p style="text-align: right;">Local</p> <p>This means people are focused on local relationships and activities; staying close to home is important to their identity. Women are expected to be homemakers and men as breadwinners. They worry about crime and violence. They are not particularly interested in international events, nor are they particularly sensitive to different customs or beliefs.</p>						<p>Global</p> <p>This means people go out of their way to expand long distance relationships and participate in activities far from home. They believe in equal opportunities for women and men, and worry more about violence around the world. They are very interesting in international events and other cultures, and try hard to be sensitive to different customs and beliefs.</p>
<p style="text-align: right;">Traditional</p> <p>Preserving heritage is vital, and people are habitually cautious and concerned to maintain stability. People should know their place, and usually get what they deserve. Be practical, protect family, and don't worry about other cultures. You can judge a person by the way they live.</p> <p>These people are likely to focus on the family, advocate policies that are Pro-Life, and against marijuana and pornography. They usually enjoy TV programs that are religious or wholesome, and (if they are Christians) more likely to describe themselves as "evangelical".</p>						<p>Progressive</p> <p>Pursuing novelty, welcoming change, and accepting new challenges are vital. People should be idealistic and take risks. They routinely give others a second chance and strive for equality. Be daring, let your children express themselves, and take an interest in other cultures. Friends are more important than family.</p> <p>These people like to make new friends, advocate policies that are Pro-Choice and in favor of legalized marijuana and free speech. They rarely watch religious TV, and appreciate diverse programming. If they are Christians, they are unlikely to describe themselves as "evangelical".</p>
<p style="text-align: right;">Retiring</p> <p>Keep your distance from other people, and maintain just a few close friendships. Spend quiet evenings at home, and avoid entertaining. Work alone rather than as part of a team. Worship attendance and a lasting intimate relationship are not priorities. They often feel very alone in the world.</p>						<p>Sociable</p> <p>Stand out in a crowd, and develop a wide circle of friends. Be nice to everybody, and entertain friends and acquaintances at home. It's better to work as a team than on your own. Worship attendance and a lasting intimate relationship are high priorities. They are rarely alone ... and never feel lonely.</p>

<p style="text-align: center;">Restrained</p> <p>Learn how to say no and practice self-discipline. Children should behave and make do with what they've got. Always buy things at the cheapest price.</p>					<p>Indulgent</p> <p>Always say yes and practice generosity. Children should be encouraged to express themselves, and deserve to be indulged. It's always worthwhile to pay extra for quality things.</p>
<p style="text-align: center;">Planned</p> <p>Follow a routine. Carefully plan every moment. Stay practical, and don't take any risks. Do everything possible to preserve your heritage and maintain stability.</p>					<p>Spontaneous</p> <p>Live for the moment, and behave unpredictably. Do unconventional things. Be idealistic. Pursue whatever is novel, embrace any change, and welcome challenge.</p>
<p style="text-align: center;">Dutiful</p> <p>Do your duty even if that means pain and sacrifice. Try to anticipate future threats, and always worry about details. Take control of your life and follow a routine.</p>					<p>Carefree</p> <p>Enjoy life, even if that means making mistakes or disappointing others. Live in the moment, and don't worry about the details. Let go, and do whatever feels good.</p>
<p style="text-align: center;">Security</p> <p>Do everything possible to maintain the status quo and limit change. Carefully plan every day and avoid risk. Never be adventurous. Wait and see before trying anything new. Constantly study the future to anticipate problems. Take precautions against crime and violence. Don't get sidetracked by irrelevant ideas. Work for a stable company and protect your job, even if it means accepting a lower salary.</p>					<p>Fulfillment</p> <p>Do everything possible to create a better world and learn new things. Seize opportunities and accept risk. Always be adventurous, and place yourself at the cutting edge. Don't worry about the future, and look for creative ideas to solve problems. Explore insights from history and other cultures. Follow tangents to see where they lead. Get a job and don't settle for unemployment. Consider starting your own business.</p>
<p style="text-align: center;">Simplicity</p> <p>Enjoy the little things in life. Keep it simple and utilitarian. Spend as little as you can, and accumulate as little as possible. Let nothing go to waste. Quality time is much more important than financial success, and it is more important to enjoy your work than make a lot of money.</p>					<p>Affluence</p> <p>Enjoy the finer things in life. Opulence and extras reveal personal success. It is worthwhile to pay more for quality products, and the more you accumulate the better life is. Make everything count. Financial success is important and will eventually allow you to retire and enjoy the good life.</p>
<p style="text-align: center;">Self</p> <p>You are the most important person in the world. Stand out in a crowd, and take control. Speak your mind, even if it upsets people. Keep your distance. People should know their place, and they have to accept you as you are. Maintain a few close friends among whom you can be the center of attention, but don't worry about lasting intimacy.</p> <p>You are more effective if you work alone and don't distract yourself by volunteering, entertaining, or contributing money to charitable causes. Worry about yourself first.</p>					<p>Others</p> <p>Other people are far more important than you are. Blend in and share power. Cooperate with others and make adjustments in your lifestyle to live at peace with the world. Respect the customs and beliefs of others. Hold your tongue and try to get along with other people. Strive for equality and fair play. Build a wide circle of friends, and sustain a lasting intimate relationship.</p> <p>You are more effective if you work as a team. Invest time and energy to volunteer for good causes, and give generously to charitable causes. Worry about others in the world.</p>
<p style="text-align: center;">Follow</p> <p>It is safer to be told what to do than accept independent responsibility. Let others shape your opinions and guide your behavior. Give others authority over planning and resources. Avoid standing out in a crowd and don't make waves. Always give permission and try not to deny anything to children. Stay loyal to the company and the company will take care of you. There isn't much you can do to change life.</p>					<p>Lead</p> <p>It is better to take responsibility than be told what to do. Take initiative to shape the opinions and guide the behavior of others. Take control of planning and resources. Stand out in a crowd and speak your mind. Define boundaries and be prepared to say "no". Seize opportunities when they arise, and try to be your own boss. Consider starting your own business. There is much that you can do to change life.</p>

Inclinations and Attitudes Step 2: Comparison to Mission Field

The following chart helps you compare the inclination and attitudes of the church to those of a selected mission field. This comparison helps you discern similarities and differences between the church and the community. It will help you plan for ministries (including hospitality, Christian education methodologies, fund raising strategies, technologies and renovations, and communication methods). It can also help you anticipate stresses that arise from different attitudes of church members and community members.

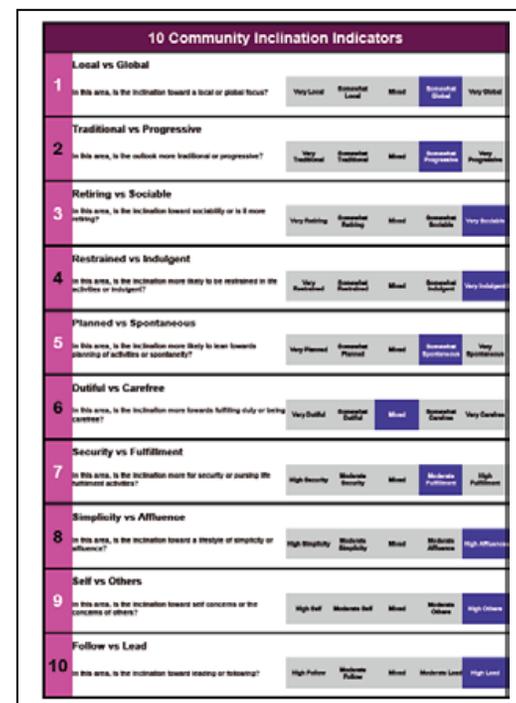
The *Impressions Report* identifies 10 polarities representing extreme worldviews, and measures attitude in 5 degrees of intensity. Number the categories from left to right: 1-5.

- 1 and 5 indicate "very" strong attitudes for one or the other extreme;
- 2 and 4 indicates "somewhat" strong attitudes toward one or the other extreme;
- 3 indicates a "mixed" attitude that roughly blends both extremes 50/50.

Transcribe the priority of the mission field from the *Impressions Report* on the chart below for each of the ten polarities. You can use the symbol like "MF" for "Mission Field". Then record the score of your church group from the previous exercise on the chart below for each of the ten indicators. You can use the symbol "C" for "Church".

The completed chart helps your church leaders compare and contrast the inclinations and attitudes of the church with the inclinations and attitudes of the selected community you are researching. Note especially those indicators where the attitudes of the church and community are significantly diverge. This reveals areas where the church may find it difficult to communicate and empathize with the selected mission field. Note also those indicators where the attitudes of the church and community are the same. This reveals areas where the church can closely identify with the mission field.

An example of a completed chart is given below. It is based on the *Impressions Report* (illustrated here) for a particular neighbourhood where a church hopes to locate a second site of ministry.



Example

Extreme Priority	1	2	3	4	5	Extreme Priority
	Very	Somewhat	Mixed	Somewhat	Very	
<p style="text-align: right; margin-right: 10px;">Local</p> <p>This means people are focused on local relationships and activities; staying close to home is important to their identity. Women are expected to be homemakers and men as breadwinners. They worry about crime and violence. They are not particularly interested in international events, nor are they particularly sensitive to different customs or beliefs.</p>				MF C		<p>Global</p> <p>This means people go out of their way to expand long distance relationships and participate in activities far from home. They believe in equal opportunities for women and men, and worry more about violence around the world. They are very interesting in international events and other cultures, and try hard to be sensitive to different customs and beliefs.</p>

<p>Traditional</p> <p>Preserving heritage is vital, and people are habitually cautious and concerned to maintain stability. People should know their place, and usually get what they deserve. Be practical, protect family, and don't worry about other cultures. You can judge a person by the way they live.</p> <p>These people are likely to focus on the family, advocate policies that are Pro-Life, and against marijuana and pornography. They usually enjoy TV programs that are religious or wholesome, and (if they are Christians) more likely to describe themselves as "evangelical".</p>		C		MF	<p>Progressive</p> <p>Pursuing novelty, welcoming change, and accepting new challenges are vital. People should be idealistic and take risks. They routinely give others a second chance and strive for equality. Be daring, let your children express themselves, and take an interest in other cultures. Friends are more important than family.</p> <p>These people like to make new friends, advocate policies that are Pro-Choice and in favor of legalized marijuana and free speech. They rarely watch religious TV, and appreciate diverse programming. If they are Christians, they are unlikely to describe themselves as "evangelical".</p>
<p>Retiring</p> <p>Keep your distance from other people, and maintain just a few close friendships. Spend quiet evenings at home, and avoid entertaining. Work alone rather than as part of a team. Worship attendance and a lasting intimate relationship are not priorities. They often feel very alone in the world.</p>			C	MF	<p>Sociable</p> <p>Stand out in a crowd, and develop a wide circle of friends. Be nice to everybody, and entertain friends and acquaintances at home. It's better to work as a team than on your own. Worship attendance and a lasting intimate relationship are high priorities. They are rarely alone ... and never feel lonely.</p>
<p>Restrained</p> <p>Learn how to say no and practice self-discipline. Children should behave and make do with what they've got. Always buy things at the cheapest price.</p>	C			MF	<p>Indulgent</p> <p>Always say yes and practice generosity. Children should be encouraged to express themselves, and deserve to be indulged. It's always worthwhile to pay extra for quality things.</p>
<p>Planned</p> <p>Follow a routine. Carefully plan every moment. Stay practical, and don't take any risks. Do everything possible to preserve your heritage and maintain stability.</p>			C	MF	<p>Spontaneous</p> <p>Live for the moment, and behave unpredictably. Do unconventional things. Be idealistic. Pursue whatever is novel, embrace any change, and welcome challenge.</p>
<p>Dutiful</p> <p>Do your duty even if that means pain and sacrifice. Try to anticipate future threats, and always worry about details. Take control of your life and follow a routine.</p>	C		MF		<p>Carefree</p> <p>Enjoy life, even if that means making mistakes or disappointing others. Live in the moment, and don't worry about the details. Let go, and do whatever feels good.</p>
<p>Security</p> <p>Do everything possible to maintain the status quo and limit change. Carefully plan every day and avoid risk. Never be adventurous. Wait and see before trying anything new. Constantly study the future to anticipate problems. Take precautions against crime and violence. Don't get sidetracked by irrelevant ideas. Work for a stable company and protect your job, even if it means accepting a lower salary.</p>	C			MF	<p>Fulfillment</p> <p>Do everything possible to create a better world and learn new things. Seize opportunities and accept risk. Always be adventurous, and place yourself at the cutting edge. Don't worry about the future, and look for creative ideas to solve problems. Explore insights from history and other cultures. Follow tangents to see where they lead. Get a job and don't settle for unemployment. Consider starting your own business.</p>
<p>Simplicity</p> <p>Enjoy the little things in life. Keep it simple and utilitarian. Spend as little as you can, and accumulate as little as possible. Let nothing go to waste. Quality time is much more important than financial success, and it is more important to enjoy your work than make a lot of money.</p>			C	MF	<p>Affluence</p> <p>Enjoy the finer things in life. Opulence and extras reveal personal success. It is worthwhile to pay more for quality products, and the more you accumulate the better life is. Make everything count. Financial success is important and will eventually allow you to retire and enjoy the good life.</p>

<p style="text-align: right;">Self</p> <p>You are the most important person in the world. Stand out in a crowd, and take control. Speak your mind, even if it upsets people. Keep your distance. People should know their place, and they have to accept you as you are. Maintain a few close friends among whom you can be the center of attention, but don't worry about lasting intimacy.</p> <p>You are more effective if you work alone and don't distract yourself by volunteering, entertaining, or contributing money to charitable causes. Worry about yourself first.</p>			<p>C</p>		<p>MF</p>	<p>Others</p> <p>Other people are far more important than you are. Blend in and share power. Cooperate with others and make adjustments in your lifestyle to live at peace with the world. Respect the customs and beliefs of others. Hold your tongue and try to get along with other people. Strive for equality and fair play. Build a wide circle of friends, and sustain a lasting intimate relationship.</p> <p>You are more effective if you work as a team. Invest time and energy to volunteer for good causes, and give generously to charitable causes. Worry about others in the world.</p>
<p style="text-align: right;">Follow</p> <p>It is safer to be told what to do than accept independent responsibility. Let others shape your opinions and guide your behavior. Give others authority over planning and resources. Avoid standing out in a crowd and don't make waves. Always give permission and try not to deny anything to children. Stay loyal to the company and the company will take care of you. There isn't much you can do to change life.</p>	<p>C</p>				<p>MF</p>	<p>Lead</p> <p>It is better to take responsibility than be told what to do. Take initiative to shape the opinions and guide the behavior of others. Take control of planning and resources. Stand out in a crowd and speak your mind. Define boundaries and be prepared to say "no". Seize opportunities when they arise, and try to be your own boss. Consider starting your own business. There is much that you can do to change life.</p>

Insights from the Comparison

In this example, both the church and the target mission field share similar tendencies for global thinking. This suggests that church programs that emphasize multicultural activities and world outreach will be received well by people in the selected mission field. The selected mission field is more extreme than the church in several polarities:

- The mission field is *more sociable* than the church (which is *more retiring*). That suggests the church will have to work harder to train hospitality leaders.
- The mission field is a little *more spontaneous* than the church (which is *more planned*). That suggests the church will be expected to "loosen up" and take more risks in budgeting and lay empowerment.
- The mission field values *affluence* more than the church (which is more likely to value *simplicity*). This suggests that the mission field is more likely to value up-to-date technology and excellent landscaping than church people ... which may take church people outside of their comfort zones.
- The mission field is centered on *others* more than the church (which is centered more on *self*). This suggests that home-based small groups may be preferred by people in the mission field over Sunday school classes; or that long, meditative, moments of silence in worship may make newcomers uncomfortable.

The differences in inclination and attitude may demand strategic adjustments to programs and facilities for the church, which may impact choices in personnel, technologies, and budgets.

Finally, notice that the church and selected mission field are extremely different in two polarities. The mission field is *extremely indulgent* and *eager to lead*, while the church is *extremely restrained* and *eager to follow*. This suggests that significant stress may be experienced in children's ministries and organizational accountability. The church may prefer highly structured, age based, curricular classes; but people in the mission field may prefer very unstructured, cross-generational, and experiential classes. The church may be used to committees and bureaucratic governance, and the people in the mission field may prefer entrepreneurial teams and streamlined boards.

Inclinations and Attitudes

Step 3: Possible Ministry Implications

(Refer to *Mission Impact* for Full Details)

	Extreme Priority	1	2	3	4	5	Extreme Priority	
Specific Preferences		Shared Preferences						Specific Preferences
<p>Leadership Care Giver Enabler</p> <p>Hospitality The Basics Multiple Choices</p> <p>Worship Care Giving Educational</p> <p>Christian Ed. Style Curricular</p> <p>Focus Biblical</p> <p>Grouping Generational</p> <p>Small Groups Leadership Designated Leaders</p> <p>Content Curriculum</p>	<p style="text-align: center;">Local</p> <p>This means people are focused on local relationships and activities; staying close to home is important to their identity. Women are expected to be homemakers and men as breadwinners. They worry about crime and violence. They are not particularly interested in international events, nor are they particularly sensitive to different customs or beliefs.</p> <p style="text-align: center;">Traditional</p> <p>Preserving heritage is vital, and people are habitually cautious and concerned to maintain stability. People should know their place, and usually get what they deserve. Be practical, protect family, and don't worry about other cultures. You can judge a person by the way they live.</p> <p>These people are likely to focus on the family, advocate policies that are Pro-Life, and against marijuana and pornography. They usually enjoy TV programs that are religious or wholesome, and (if they are Christians) more likely to describe themselves as "evangelical".</p> <p style="text-align: center;">Retiring</p> <p>Keep your distance from other people, and maintain just a few close friendships. Spend quiet evenings at home, and avoid entertaining. Work alone rather than as part of a team. Worship attendance and a lasting intimate relationship are not priorities. They often feel very alone in the world.</p> <p style="text-align: center;">Restrained</p> <p>Learn how to say no and practice self-discipline. Children should behave and make do with what they've got. Always buy things at the cheapest price.</p> <p style="text-align: center;">Planned</p> <p>Follow a routine. Carefully plan every moment. Stay practical, and don't take any risks. Do everything possible to preserve your heritage and maintain stability.</p>	<p>Leadership Discipler Mentor Pilgrim</p> <p>Hospitality Multiple Choices Take Out</p> <p>Worship Inspirational Transformational Mission Connection</p> <p>Christian Ed. Style Blended Curricular and/or Experiential</p> <p>Focus Blended Biblical and/or Topical</p> <p>Grouping Blended Generational and/or Peer Group</p> <p>Small Groups Leadership Blended Designated and/or Rotated Leaders</p> <p>Content Blended Curriculum and/or Affinity</p>	<p style="text-align: center;">Global</p> <p>This means people go out of their way to expand long distance relationships and participate in activities far from home. They believe in equal opportunities for women and men, and worry more about violence around the world. They are very interesting in international events and other cultures, and try hard to be sensitive to different customs and beliefs.</p> <p style="text-align: center;">Progressive</p> <p>Pursuing novelty, welcoming change, and accepting new challenges are vital. People should be idealistic and take risks. They routinely give others a second chance and strive for equality. Be daring, let your children express themselves, and take an interest in other cultures. Friends are more important than family.</p> <p>These people like to make new friends, advocate policies that are Pro-Choice and in favor of legalized marijuana and free speech. They rarely watch religious TV, and appreciate diverse programming. If they are Christians, they are unlikely to describe themselves as "evangelical".</p> <p style="text-align: center;">Sociable</p> <p>Stand out in a crowd, and develop a wide circle of friends. Be nice to everybody, and entertain friends and acquaintances at home. It's better to work as a team than on your own. Worship attendance and a lasting intimate relationship are high priorities. They are rarely alone ... and never feel lonely.</p> <p style="text-align: center;">Indulgent</p> <p>Always say yes and practice generosity. Children should be encouraged to express themselves, and deserve to be indulged. It's always worthwhile to pay extra for quality things.</p> <p style="text-align: center;">Spontaneous</p> <p>Live for the moment, and behave unpredictably. Do unconventional things. Be idealistic. Pursue whatever is novel, embrace any change, and welcome challenge.</p>	<p>Leadership CEO Visionary</p> <p>Hospitality Healthy Choices Take Out</p> <p>Worship Coaching Educational</p> <p>Christian Ed. Style Experiential</p> <p>Focus Topical</p> <p>Grouping Peer Group</p> <p>Small Groups Leadership Rotate Leaders</p> <p>Content Affinity</p> <p>Outreach</p>				

<p>Outreach Survival Health Human Destiny</p> <p>Property Facility Ecclesiastical Utilitarian</p> <p>Symbols Christendom Contemporary</p> <p>Technology Modern</p> <p>Stewardship Funding Unified Budgets</p> <p>Giving Informed Philanthropy</p> <p>Communication Newsprint Radio Telephone</p>	<p>Dutiful Do your duty even if that means pain and sacrifice. Try to anticipate future threats, and always worry about details. Take control of your life and follow a routine.</p>	<p>Outreach Survival Recovery Health Quality of Life Human Potential Human Destiny Interpersonal Relationships</p>	<p>Carefree Enjoy life, even if that means making mistakes or disappointing others. Live in the moment, and don't worry about the details. Let go, and do whatever feels good.</p>	<p>Quality of Life Interpersonal Relations Human Potential</p> <p>Property Facility Ecclesiastical Utilitarian</p> <p>Symbols Christendom Contemporary</p> <p>Technology Postmodern</p> <p>Stewardship Funding Designated Giving</p> <p>Giving Lifestyle Coaching</p> <p>Communication Internet Television Cell Phone</p>
	<p>Security Do everything possible to maintain the status quo and limit change. Carefully plan every day and avoid risk. Never be adventurous. Wait and see before trying anything news. Constantly study the future to anticipate problems. Take precautions against crime and violence. Don't get sidetracked by irrelevant ideas. Work for a stable company and protect your job, even if it means accepting a lower salary.</p>	<p>Property Facility Blend Ecclesiastical and Utilitarian</p>	<p>Fulfillment Do everything possible to create a better world and learn new things. Seize opportunities and accept risk. Always be adventurous, and place yourself at the cutting edge. Don't worry about the future, and look for creative ideas to solve problems. Explore insights from history and other cultures. Follow tangents to see where they lead. Get a job and don't settle for unemployment. Consider starting your own business.</p>	
	<p>Simplicity Enjoy the little things in life. Keep it simple and utilitarian. Spend as little as you can, and accumulate as little as possible. Let nothing go to waste. Quality time is much more important than financial success, and it is more important to enjoy your work than make a lot of money.</p>	<p>Symbols Blend Christendom or Contemporary</p> <p>Technology Blended Modern and/or Postmodern</p>	<p>Affluence Enjoy the finer things in life. Opulence and extras reveal personal success. It is worthwhile to pay more for quality products, and the more you accumulate the better life is. Make everything count. Financial success is important and will eventually allow you to retire and enjoy the good life.</p>	
	<p>Self You are the most important person in the world. Stand out in a crowd, and take control. Speak your mind, even if it upsets people. Keep your distance. People should know their place, and they have to accept you as you are. Maintain a few close friends among whom you can be the center of attention, but don't worry about lasting intimacy.</p> <p>You are more effective if you work alone and don't distract yourself by volunteering, entertaining, or contributing money to charitable causes. Worry about yourself first.</p>	<p>Stewardship Funding Multiply Options</p> <p>Giving Blend Informed Philanthropy & Lifestyle Coaching</p>	<p>Others Other people are far more important than you are. Blend in and share power. Cooperate with others and make adjustments in your lifestyle to live at peace with the world. Respect the customs and beliefs of others. Hold your tongue and try to get along with other people. Strive for equality and fair play. Build a wide circle of friends, and sustain a lasting intimate relationship.</p> <p>You are more effective if you work as a team. Invest time and energy to volunteer for good causes, and give generously to charitable causes. Worry about others in the world.</p>	
	<p>Follow It is safer to be told what to do than accept independent responsibility. Let others shape your opinions and guide your behavior. Give others authority over planning and resources. Avoid standing out in a crowd and don't make waves. Always give permission and try not to deny anything to children. Stay loyal to the company and the company will take care of you. There isn't much you can do to change life.</p>	<p>Communication Gatherings Multi-Sources</p>	<p>Lead It is better to take responsibility than be told what to do. Take initiative to shape the opinions and guide the behavior of others. Take control of planning and resources. Stand out in a crowd and speak your mind. Define boundaries and be prepared to say "no". Seize opportunities when they arise, and try to be your own boss. Consider starting your own business. There is much that you can do to change life.</p>	