

Comparative Impressions Exercise

Mood and Values Indicators

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 mood and values 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.

Low Priority	1	2	3	4	5	High Priority
<p style="text-align: center;">Low Drive for Affluence</p> <p>This means that success and self-esteem do not depend on money. People are motivated to work for other reasons than income, and are certainly <i>not</i> workaholics. They are relatively indifferent to about the quantity and quality of possessions.</p>	Very Unimportant	Somewhat Unimportant	Somewhat Important	Very Important	Extremely Important	<p style="text-align: center;">High Drive for Affluence</p> <p>Financial success is crucial and a primary factor for self-esteem. People are workaholics to make as much money as possible. They strive to have lots of possessions, and enjoy owning quality goods.</p>
<p style="text-align: center;">Low Devotion to Family</p> <p>People are quite indifferent about family, and friends are far more important. They rarely sit down to a meal with family, and spend little time with them. Children should make do with what they have. Respect of family is not important, and they are willing to sacrifice family time in order to advance careers.</p>	Very Weak	Somewhat Weak	Somewhat Strong	Very Strong	Extremely Strong	<p style="text-align: center;">High Devotion to Family</p> <p>Family is far more important than friends. People love to eat together and spend lots of time with family. Children deserve gifts and extra attention. The opinion of family members is crucial for self-esteem, and they are unwilling to sacrifice family time for their careers.</p>
<p style="text-align: center;">Low Commitment to Career</p> <p>Work is only a job, not a career. People are certainly not workaholics, and just want to maintain job security. If they won the lottery, they would resign and never work again. Family time is far more important.</p>	Very Unimportant	Somewhat Unimportant	Somewhat Important	Very Important	Extremely Important	<p style="text-align: center;">High Commitment to Career</p> <p>Work is a career, not just a job. People are prepared to be workaholics to advance to the very top of their professions. Even if they won the lottery, they would still pursue a career. Career is more important than family.</p>
<p style="text-align: center;">Low Concern for the Environment</p> <p>The environment is not very important. People are indifferent to nature, untroubled about pollution, don't recycle, and give less than \$200/year to environmental causes.</p>	Very Weak	Somewhat Weak	Somewhat Strong	Very Strong	Extremely Strong	<p style="text-align: center;">High Concern for the Environment</p> <p>The environment is extremely important. People should be sensitive to nature, intentionally recycle, and ought to donate generously to environmental causes.</p>

<p>Low Practice of Altruism and Giving Philanthropy is unimportant. Charitable giving and community volunteering are low priorities. It isn't vital to give money to education, religion, health care, or social services. People should take care of themselves first.</p>	Very Weak	Somewhat Weak	Somewhat Strong	Very Strong	Extremely Strong	<p>High Practice of Altruism and Giving Philanthropy is extremely important. People should give to charities and volunteer in the community. Give generously to education, religion, health care, and social service. We have an obligation to care for others.</p>
<p>Low Importance of Religious Faith Spirituality is meaningless and faith is not important. Worship attendance and religious TV are wasted of time. Donating to churches is a waste of money, and being considered an evangelical Christian is totally inappropriate.</p>	Very Unimportant	Somewhat Unimportant	Somewhat Important	Very Important	Extremely Important	<p>High Importance of Religious Faith Spirituality is crucial for integrity and faith is really important. Regular worship attendance is vital, and it is worthwhile to watch religious TV and give generously to churches. Evangelical Christianity is the right thing to do.</p>
<p>Low Entertainment Activities Culture (arts, music, literature,, etc.) is unimportant to living. Entertaining guests at home is not fun, and participation in sports or regular exercise is not a priority. Corporate sponsorship for arts and sports is annoying. Mind your own business and don't risk any adventures.</p>	Very Inactive	Somewhat Inactive	Somewhat Active	Very Active	Extremely Active	<p>High Entertainment Activities Culture (arts, music, literature, etc.) is vital to really live. Entertaining guests at home is loads of fun, and participation in sports or regular exercise is a high priority. Corporate sponsorship for arts and sports should be encouraged, and people should always risk an adventure</p>
<p>Low Desire to Broaden Horizons Always judge people by the way they live. Trust your intuition and don't bother to be well informed. Whatever is going on the world is neither interesting nor relevant.</p>	Low Energy	Minimal Energy	Moderate Energy	Significant Energy	Vigorous Energy	<p>High Desire to Broaden Horizons Look deeper, and never judge people by the way they live. Gather as much information as possible. Everything that happens in the world is interesting and relevant.</p>
<p>Low Pursuit of Personal Growth People should avoid risk. Just lean back and enjoy life. Go with the flow. It is not important to be well informed or learn new things. If at first you don't succeed, stop trying. Work until you have just enough, then quit.</p>	Very Unlikely	Somewhat Unlikely	Somewhat Likely	Very Likely	Extremely Likely	<p>High Pursuit of Personal Growth Cultivate a keen sense of adventure. Squeeze the best from life, and seize emerging opportunities. Be well informed, and strive to learn new things. Keep trying until you get it right. Work for the joy of a fulfilling career.</p>
<p>Low Sense of Well Being People are unhappy with life and their standard of living. They often feel alone, and rarely spend a quiet evening at home. There isn't much one can do to change things, and worry about the future robs life of any lasting enjoyment. Just keep working, earn money, do your duty ... and forget about every having a lasting relationship or healthy family life.</p>	Very Low	Low	Moderate	Somewhat High	Extremely High	<p>High Sense of Well Being People are happy with their lives, stay fit, and are open to the best life has to offer. They rarely feel lonely, and can enjoy being by themselves. Never give up hope, because change is always possible. Don't worry. Feel secure. Invest yourself in your relationships. Enjoy lasting, safe intimacy and a robust family life.</p>

Mood and Values Indicators Step 2: Comparison to Mission Field

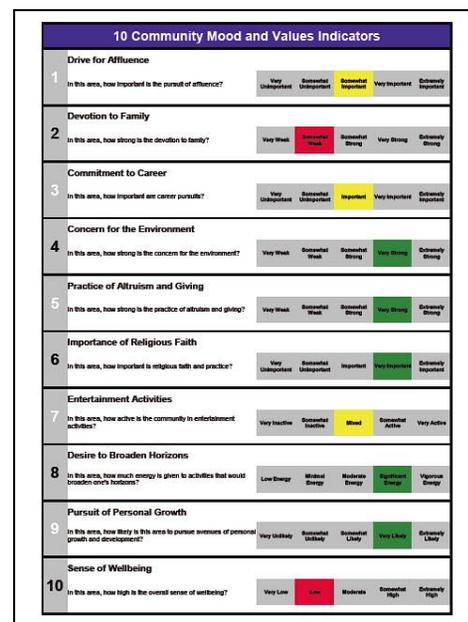
The following chart helps you compare the mood and values of the church to those of a selected mission field. This comparison helps you discern similarities and differences between the church and the community. It will help you identify opportunities for ministries (including preaching points, study group topics, small group affinities, and outreach priorities). It can also help you anticipate stresses that arise from different attitudes of church members and community members.

The *Impressions Report* identifies five community preferences for each of the ten indicators that describe mood and values. These measure the relative strength of their priority from 1-5.

- 1 indicates "Very Unimportant", "Very Weak", "Very Inactive", "Very Unlikely" and "Very Low";
- 5 indicates "Very Important", "Very Strong", "Very Active", "Extremely Likely" and "Extremely High";
- The columns in between identify degrees of importance.

Transcribe the priority of the mission field from the *Impressions Report* on the chart below for each of the ten indicators. 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 mood and attitudes of the church with the mood 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 those indicators where the attitudes of church and community are the same. This reveals areas where the church can closely identify with the mission field.



Example

Low Priority	1	2	3	4	5	High Priority
Low Drive for Affluence This means that success and self-esteem do not depend on money. People are motivated to work for other reasons than income, and are certainly <i>not</i> workaholics. They are relatively indifferent to about the quantity and quality of possessions.			MF C			High Drive for Affluence Financial success is crucial and a primary factor for self-esteem. People are workaholics to make as much money as possible. They strive to have lots of possessions, and enjoy owning quality goods.
Low Devotion to Family People are quite indifferent about family, and friends are far more important. They rarely sit down to a meal with family, and spend little time with them. Children should make do with what they have. Respect of family is not important, and they are willing to sacrifice family time in order to advance careers.		MF			C	High Devotion to Family Family is far more important than friends. People love to eat together and spend lots of time with family. Children deserve gifts and extra attention. The opinion of family members is crucial for self-esteem, and they are unwilling to sacrifice family time for their careers.

<p>Low Commitment to Career</p> <p>Work is only a job, not a career. People are certainly not workaholics, and just want to maintain job security. If they won the lottery, they would resign and never work again. Family time is far more important.</p>			<p>MF</p> <p>C</p>		<p>High Commitment to Career</p> <p>Work is a career, not just a job. People are prepared to be workaholics to advance to the very top of their professions. Even if they won the lottery, they would still pursue a career. Career is more important than family.</p>
<p>Low Concern for the Environment</p> <p>The environment is not very important. People are indifferent to nature, untroubled about pollution, don't recycle, and give less than \$200/year to environmental causes.</p>				<p>MF</p> <p>C</p>	<p>High Concern for the Environment</p> <p>The environment is extremely important. People should be sensitive to nature, intentionally recycle, and ought to donate generously to environmental causes.</p>
<p>Low Practice of Altruism and Giving</p> <p>Philanthropy is unimportant. Charitable giving and community volunteering are low priorities. It isn't vital to give money to education, religion, health care, or social services. People should take care of themselves first.</p>				<p>MF</p> <p>C</p>	<p>High Practice of Altruism and Giving</p> <p>Philanthropy is extremely important. People should give to charities and volunteer in the community. Give generously to education, religion, health care, and social service. We have an obligation to care for others.</p>
<p>Low Importance of Religious Faith</p> <p>Spirituality is meaningless and faith is not important. Worship attendance and religious TV are wasted of time. Donating to churches is a waste of money, and being considered an evangelical Christian is totally inappropriate.</p>				<p>MF</p> <p>C</p>	<p>High Importance of Religious Faith</p> <p>Spirituality is crucial for integrity and faith is really important. Regular worship attendance is vital, and it is worthwhile to watch religious TV and give generously to churches. Evangelical Christianity is the right thing to do.</p>
<p>Low Entertainment Activities</p> <p>Culture (arts, music, literature,, etc.) is unimportant to living. Entertaining guests at home is not fun, and participation in sports or regular exercise is not a priority. Corporate sponsorship for arts and sports is annoying. Mind your own business and don't risk any adventures.</p>		<p>C</p>	<p>MF</p>		<p>High Entertainment Activities</p> <p>Culture (arts, music, literature, etc.) is vital to really live. Entertaining guests at home is loads of fun, and participation in sports or regular exercise is a high priority. Corporate sponsorship for arts and sports should be encouraged, and people should always risk an adventure</p>
<p>Low Desire to Broaden Horizons</p> <p>Always judge people by the way they live. Trust your intuition and don't bother to be well informed. Whatever is going on the world is neither interesting nor relevant.</p>				<p>MF</p> <p>C</p>	<p>High Desire to Broaden Horizons</p> <p>Look deeper, and never judge people by the way they live. Gather as much information as possible. Everything that happens in the world is interesting and relevant.</p>
<p>Low Pursuit of Personal Growth</p> <p>People should avoid risk. Just lean back and enjoy life. Go with the flow. It is not important to be well informed or learn new things. If at first you don't succeed, stop trying. Work until you have just enough, then quit.</p>		<p>C</p>		<p>MF</p>	<p>High Pursuit of Personal Growth</p> <p>Cultivate a keen sense of adventure. Squeeze the best from life, and seize emerging opportunities. Be well informed, and strive to learn new things. Keep trying until you get it right. Work for the joy of a fulfilling career.</p>
<p>Low Sense of Well Being</p> <p>People are unhappy with life and their standard of living. They often feel alone, and rarely spend a quiet evening at home. There isn't much one can do to change things, and worry about the future robs life of any lasting enjoyment. Just keep working, earn money, do your duty ... and forget about every having a lasting relationship or healthy family life.</p>			<p>MF</p>		<p>High Sense of Well Being</p> <p>People are happy with their lives, stay fit, and are open to the best life has to offer. They rarely feel lonely, and can enjoy being by themselves. Never give up hope, because change is always possible. Don't worry. Feel secure. Invest yourself in your relationships. Enjoy lasting, safe intimacy and a robust family life.</p>

Mood and Values Indicators

Step 3: Possible Ministry Implications

(Refer to *Mission Impact* for Full Details)

Ministry Applications	Low Priority	High Priority	Ministry Applications
Utilitarian Facilities Modern Technologies Unified Budgets Print and Phone Communications Basic Hospitality Simple Liturgy	Low Drive for Affluence This means that success and self-esteem do not depend on money. People are motivated to work for other reasons than income, and are certainly <i>not</i> workaholics. They are relatively indifferent to about the quantity and quality of possessions.	High Drive for Affluence Financial success is crucial and a primary factor for self-esteem. People are workaholics to make as much money as possible. They strive to have lots of possessions, and enjoy owning quality goods.	Ecclesiastical Facilities Postmodern Technologies Designated Giving Internet & TV Technologies Multiple Choice Hospitality Elaborate Liturgy
Discipling, CEO Pastor Coaching/Inspirational Worship Inclusive adult hospitality Guided Affinity Groups Topical Sunday School classes Outreach for Interpersonal Relationships, Recovery, Human Potential	Low Devotion to Family People are quite indifferent about family, and friends are far more important. They rarely sit down to a meal with family, and spend little time with them. Children should make do with what they have. Respect of family is not important, and they are willing to sacrifice family time in order to advance careers.	High Devotion to Family Family is far more important than friends. People love to eat together and spend lots of time with family. Children deserve gifts and extra attention. The opinion of family members is crucial for self-esteem, and they are unwilling to sacrifice family time for their careers.	Care Giving & Enabling Pastor Caring, Educational Worship Child Friendly Hospitality Rotated Curriculum Groups Biblical Sunday School classes Outreach for Health, Quality of Life, Survival
Elected lay leaders Task groups and committees Low-cost fellowship options Women's, Men's, Couples Groups Outreach for job placement	Low Commitment to Career Work is only a job, not a career. People are certainly not workaholics, and just want to maintain job security. If they won the lottery, they would resign and never work again. Family time is far more important.	High Commitment to Career Work is a career, not just a job. People are prepared to be workaholics to advance to the very top of their professions. Even if they won the lottery, they would still pursue a career. Career is more important than family.	Appointed lay leaders Teams and Short Term Missions Gifts Discernment Small Affinity Groups Vocational Discernment
Outreach for recovery, survival, and Human Destiny Work retreats Renovation Projects Print communication	Low Concern for the Environment The environment is not very important. People are indifferent to nature, untroubled about pollution, don't recycle, and give less than \$200/year to environmental causes.	High Concern for the Environment The environment is extremely important. People should be sensitive to nature, intentionally recycle, and ought to donate generously to environmental causes.	Outreach for Health, and Quality of Life Nature retreats Advocacy Internet & video communication
Program Staff development Ecumenical cooperation Study groups In-Kind giving options Bequest and memorial giving	Low Practice of Altruism and Giving Philanthropy is unimportant. Charitable giving and community volunteering are low priorities. It isn't vital to give money to education, religion, health care, or social services. People should take care of themselves first.	High Practice of Altruism and Giving Philanthropy is extremely important. People should give to charities and volunteer in the community. Give generously to education, religion, health care, and social service. We have an obligation to care for others.	Support staff development Lay training Service projects Capital campaigns Local/Global mission giving
Ethical & ideological causes Non-Profit corporate outreach Entertainment venues Sports venues Mission-Connection Worship	Low Importance of Religious Faith Spirituality is meaningless and faith is not important. Worship attendance and religious TV are wasted of time. Donating to churches is a waste of money, and being considered an evangelical Christian is totally inappropriate.	High Importance of Religious Faith Spirituality is crucial for integrity and faith is really important. Regular worship attendance is vital, and it is worthwhile to watch religious TV and give generously to churches. Evangelical Christianity is the right thing to do.	Bible and Spirituality groups Mentoring Special Occasion Worship Personal Devotion Options Healing, Transformation Worship

<p>Pilgrim Pastor Staff emphasis on education</p> <p>Heritage exploration Theological Reflection</p> <p>Expository preaching Silent Meditation</p>	<p style="text-align: center;">Low Entertainment Activities</p> <p>Culture (arts, music, literature,, etc.) is unimportant to living. Entertaining guests at home is not fun, and participation in sports or regular exercise is not a priority. Corporate sponsorship for arts and sports is annoying. Mind your own business and don't risk any adventures.</p>	<p style="text-align: center;">High Entertainment Activities</p> <p>Culture (arts, music, literature, etc.) is vital to really live. Entertaining guests at home is loads of fun, and participation in sports or regular exercise is a high priority. Corporate sponsorship for arts and sports should be encouraged, and people should always risk an adventure</p>	<p>Visionary Pastor Staff emphasis on music/drama</p> <p>Creative expressions of faith Religion and Culture reflection</p> <p>Video, chancel drama Choral, instrumental concerts</p>
<p>Local announcements in worship Prayers for members Standardized refreshments Seniority for leadership</p>	<p style="text-align: center;">Low Desire to Broaden Horizons</p> <p>Always judge people by the way they live. Trust your intuition and don't bother to be well informed. Whatever is going on the world is neither interesting nor relevant.</p>	<p style="text-align: center;">High Desire to Broaden Horizons</p> <p>Look deeper, and never judge people by the way they live. Gather as much information as possible. Everything that happens in the world is interesting and relevant.</p>	<p>Global news in worship Prayers for strangers Multiple choice refreshments Fast forward new leaders</p>
<p>Telephone communication Budget emphasis on maintenance Fund raising letters Traditional Christendom symbols</p> <p>Children's Sunday school Generic youth group for all ages</p> <p>Basic hospitality Constant worship format</p>	<p style="text-align: center;">Low Pursuit of Personal Growth</p> <p>People should avoid risk. Just lean back and enjoy life. Go with the flow. It is not important to be well informed or learn new things. If at first you don't succeed, stop trying. Work until you have just enough, then quit.</p>	<p style="text-align: center;">High Pursuit of Personal Growth</p> <p>Cultivate a keen sense of adventure. Squeeze the best from life, and seize emerging opportunities. Be well informed, and strive to learn new things. Keep trying until you get it right. Work for the joy of a fulfilling career.</p>	<p>Multi-source communication Budget emphasis on program Stewardship home visits Contemporary symbols</p> <p>Adult spiritual disciplines Cross-generational small groups</p> <p>Multiple choice hospitality Variety of worship formats</p>
<p>Care Giving, Enabling Pastor Sensitivity training for greeters Transformational, Caring worship</p> <p>Counselling ministries Intervention specialists Recovery Groups</p> <p>Designated leader for small group Christian Education paid staff</p> <p>Pastoral visitation Outreach for survival, recovery, health, and relationships</p> <p>Subsidized fellowship venues</p>	<p style="text-align: center;">Low Sense of Well Being</p> <p>People are unhappy with life and their standard of living. They often feel alone, and rarely spend a quiet evening at home. There isn't much one can do to change things, and worry about the future robs life of any lasting enjoyment. Just keep working, earn money, do your duty ... and forget about every having a lasting relationship or healthy family life.</p>	<p style="text-align: center;">High Sense of Well Being</p> <p>People are happy with their lives, stay fit, and are open to the best life has to offer. They rarely feel lonely, and can enjoy being by themselves. Never give up hope, because change is always possible. Don't worry. Feel secure. Invest yourself in your relationships. Enjoy lasting, safe intimacy and a robust family life.</p>	<p>Visionary, Discipling Pastor Evangelism training for greeters Inspirational, Visionary worship</p> <p>Service opportunities Training staff specialists Discovery groups</p> <p>Rotated leaders for small groups Christian Education volunteers</p> <p>Pastoral coordination Outreach for human potential, quality of life, human destiny</p> <p>Designated giving & capital pools</p>
	<p>Insights from the Comparison</p>	<p>Insights from the Comparison</p>	