SEGMENT B07: GENERATIONAL SOUP
Mission Impact...Focusing your heartburst for the people around you

Affluent couples and multi-generational families living a wide range of lifestyles in suburbia

Resource: Mosaic by Experian

General Spiritual Insight:

*Generational Soup* is part of the Lifestyle Group B (*Flourishing Families*). Please refer to the description of Group B for the larger context of this segment's potential relationship with the church.

<table>
<thead>
<tr>
<th>Religious Perspective:</th>
<th>&quot;An Important Part of a Healthy Lifestyle&quot;</th>
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<tbody>
<tr>
<td>Key Behaviors:</td>
<td>Keenly Aware of Life Cycles; High Expectations for Relevant Programs</td>
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<td>Strong Impressions:</td>
<td>Inclination &amp; Attitudes: Very Sociable, Indulgent</td>
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<td></td>
<td>Mood &amp; Values: High Devotion to Family, High Sense of Well Being</td>
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Comments:

The households in this lifestyle segment include several generations, and their home in the suburbs has extra bedrooms and small apartments for seniors. The predominant ages are in their 50's and 20's, so you can expect interesting debates about religion, philosophies of life, and worship styles. Church is relevant to these folks, but to varying degrees, in different ways, and at different times.

Diversify worship choices by style. These households gravitate toward larger choices that have more resources, and it may be helpful to have staff that can speak Spanish, Cantonese or Mandarin, or Korean. They prefer churches that are conservative about doctrine and tradition, but progressive in methods and technologies. They tend to be denominationally loyal, provided there are enough program choices and stewardship options.
### Relevant Ministry Choices:

<table>
<thead>
<tr>
<th>Leadership</th>
<th>Hospitality</th>
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<tr>
<td><strong>Enabler, CEO</strong>&lt;br&gt;Extended families in this lifestyle segment have often been in residence 10 years or more and have deep community roots. They appreciate long term pastoral relationships. The pastor knows family names (if not first names), and welcomes 20-somethings returning home. The staffing strategy includes visitors and counselors, as well as educators and musicians. The senior pastor is approachable and sociable. He or she has versatile preaching skills, and can design different kinds of worship services. They are capable administrators and cautious financial managers. The pastor networks locally especially with hospitals and nursing homes, and actively participates in denominational and ecumenical activities.</td>
<td><strong>Multiple Choices</strong>&lt;br&gt;Provide lots of parking and hearty welcomes. Families may greet as a team. They must be very friendly, but refer questions to a welcome center or staff. Refreshment choices may be intentionally indulgent (lots of sugar and caffeine), and there is lots of it. Coffee and tea need not be especially brewed, but flavor shots are welcome. Older generations may frown on taking food into the sanctuary or worship center, so expanded space in the back of the room is provided to stand or sit at tables.</td>
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### Leadership Compelling Issues:<br>**If the pastor is not too demanding, these folks will support him or her through thick and thin. They will honor the day off and provide adequate budgets for vacation and continuing education.**

### Hospitality Compelling Issues:<br>**If there is more than one service Sunday morning, make sure that strong fellowship is offered in between. The church may be big, and generations of the same family may worship in different services, but everybody likes to reunite over refreshments. Repeat urgent announcements then.**
# Relevant Ministry Choices:

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<th><strong>Worship</strong></th>
<th><strong>Education</strong></th>
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<td><strong>Compelling Issues:</strong></td>
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<td>Holy days and holidays like Christmas, New Year (North American and Chinese), Valentine’s Day, Mother’s Day, Easter, and Thanksgiving are important family times when worship will be included in the menu. Set aside budget for significant worship events.</td>
<td>Build a lay continuing education budget to support volunteer training, and send people for training to camps, retreat centers, and other short term programs.</td>
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## Coaching - Inspirational

Theoretically the church seeks to "blend" worship services, but in practice there are clear differences between them that go beyond musical style. One service is more clearly about coaching Christian lifestyles, and the space may be less formal to encourage interaction; another option is more clearly inspirational, and the space is more formal to facilitate a presentation. The pastor and choir may be in plain clothes for one, and gowned/robbed for the other. Eucharist may be simple in one service and more ceremonial in the other.

Younger generations expect to emerge with practical tips for work, play, relationships, etc. Older generations expect to emerge with renewed energy and optimism.

## All Options Open

*Generational Soup* spans generations, topics, and learning methodologies. The best plan is to offer as many choices as possible. Maintain a strong Biblical reference point, but explore both practical and theoretical topics. Guest speakers and ecumenical cooperation is welcome.

People in this lifestyle segment are well educated, and many have liberal arts experience as well as specialized training. Lay academies, seminars, lectures, and other forms of adult continuing education are possible.
# Relevant Ministry Choices:

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<th>Small Group</th>
<th>Outreach</th>
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## Rotated Leaders, Affinities

Variety is the key, and these folks respond well to small groups at diverse times, places, and contexts. Affinities may range from passive to active. Groups may be short or long term, but participants are often resistant to closure. Generations at home can share common interests, and so also small groups can include different generations. However, these groups may be reluctant to achieve high expectations for personal growth and hesitant to practice rigorous accountability.

Groups often tolerate eccentric behavior in order to avoid conflict that could have repercussions back home. Larger churches will deploy part or full time staff to manage small groups, train small group leaders, and intervene if things get out of hand.

## Small Group Compelling Issues:

Affinities related to hobbies, sports, crafts, music, and technologies will be the easiest to start. Recovery groups may be a greater challenge. Some groups can form around travel plans (cruises, resorts, etc.) Team sports (either as players or fans) can become potential affinity groups that can include prayer, spiritual conversation, and mutual support. If your church is located near a professional sports team, consider a small group organized around tailgate parties.

## Outreach Compelling Issues:

People in this lifestyle segment are less likely to give money to any charity or outreach project in which they are not personally involved. They may serve on governing boards, and occasionally advocate causes, but generally prefer to be involved hands-on in the implementation of mission.

## For Themself: Health, Quality of Life, Interpersonal Relationships

## For Others: Survival, Human Potential

Since this lifestyle segment spans generations, any number of outreach ministries may capture their imagination. If there is a major, ongoing outreach ministry, it often involves discovering human potential (Family Christian Counseling, career development, gifts discernment, etc.)

As consumers, people in this segment describe themselves as "green", so they are passionate about recycling and environmental issues. Many forms of "depot" ministries excite them (e.g. food banks, clothing redistribution, refinishing furniture, etc.)
### Relevant Institutional Strategies:

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<th>Property and Technology</th>
<th>Stewardship/Financial Management</th>
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<td><strong>Ecclesiastical, Christendom, Post-Modern</strong></td>
<td><strong>Unified Budgets, Lifestyle Coaching</strong></td>
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*Generational Soup* is a rare lifestyle segment that prefers conservative clothing and cutting edge technologies at the same time. Similarly, they tend to gravitate to traditional ecclesiastical facilities which incorporate post-modern technologies. The video screens and audio systems, seating options and special effects may sometimes jar traditional sensibilities when the renovation is difficult, but the juxtaposition of old and new underlines their family structures that include old and young. A contemporary education wing might be grafted onto a 19th century sanctuary; or a historic manse might be converted into a modern pre-school center.

Nevertheless, the symbols are usually well known signs of Christendom. People in this lifestyle segment link status to family success. Therefore, they often pay for stained glass, renovated rooms, and other technologies as memorials for children or grandparents. Technologies to regulate heat and air conditioning, light and fresh air, and facilitate handicapped access are important. Despite a slow economy, people will dig deeper to make emergency repairs to the building.

### Property and Technology

**Compelling Issues:**
The interior is usually more important than the exterior. It is more important that members are honored and living space is familiar, than impressing strangers who happen to pass by.

### Stewardship/Financial Mgmt.

**Compelling Issues:**
Make sure that financial managers are also credible spiritual leaders and active participants. Be deliberate to include different age groups in financial management.
## Relevant Institutional Strategies:

### Communication

#### Internet, Multi-Sources

*Generational Soup* includes several generations in one household. This in itself forces family members to use the internet for text, image, or chat as a kind of "common denominator" for internal communication.

Older participants are trending toward the internet as an extension of print (shifting from printed magazines and books to e-readers that provide lots of options at low costs); and also as an extension of chat (shifting from telephone land lines to *Skype* and other programs that function like a phone at no cost). Younger participants are using the internet for gaming and blogging, listening to podcasts and surfing websites. However, while their methods may be postmodern, their expectations are still modern. They rely on the internet to track career opportunities and bank, yet they also appreciate face to face conversations with employers and bankers.

People in this segment migrate seamlessly from email, to website, to chat room and other social media. If you do connect with them on the phone, you may often hear keys tapping and endure gaps of silence as they respond to incoming messages.

### Compelling Issues:

Remember that these are folks who dress conservatively, even as they opt for cutting edge technology. Therefore, websites don't have to be fancy. There is a limit to the number of layers they will explore. Too much complexity or flash may turn them off as insincere or manipulative.

### Resources:

- Download the *MOSAIC Guide* from Experian
- Explore the *Interactive MOSAIC Guide* from Experian