SEGMENT F22: FAST TRACK COUPLES
Mission Impact...Focusing your heartburst for the people around you

Mix of affluent singles and couples living high-rise, fashionable lives in urban neighborhoods
Resource: Mosaic by Experian

General Spiritual Insight:

Fast Track Couples is part of the Lifestyle Group F (Promising Families). Please refer to the description of Group F for the larger context of this segment's potential relationship with the church.

<table>
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<tr>
<th>Religious Perspective:</th>
<th>&quot;Looking For God Through (or With?) The Eyes Of A Child&quot;</th>
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<tr>
<td>Key Behaviors:</td>
<td>Keep An Objective Distance; Expand Personal Space; Occasional Passion For A Cause</td>
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<td>Strong Impressions:</td>
<td>Inclination &amp; Attitudes: Sociable, Spontaneous, Simplicity</td>
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<td>Mood &amp; Values: High Devotion to Family, High Pursuit of Personal Growth</td>
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Comments:

The mobility of this lifestyle segment is profound, and makes it difficult for the church to either attract or bless them as they pass by. These people are mobile in so many ways: frequent moves, career shifts, late night and weekend activities, and instant messaging. Their imported SUV’s have accessories that make them a second home, and their house is more like a staging area than a residence.

People in this lifestyle segment often live in an ethical blur as well. There are few, if any, absolute principles in their lives, and they don’t take much time to think about consistent moral behavior or spiritual habits. Their behavior is pragmatic and self-absorbed. They don’t wrestle with issues beyond the front door, and are not particularly involved in their local communities. This often means, however, that people in this lifestyle segment are starved for authentic, deep, and lasting relationships. A sense of emptiness or meaninglessness can suddenly overtake them ... and they may turn to prescription and non-prescription drugs to medicate themselves. Unexpected tragedy can significantly disrupt their lives, and they often look for help in times of crisis.

They will participate in local parent-teacher organizations ... and in the church. Their involvement in the church may be sporadic and driven by crisis. They may struggle with the absolutes of Christian faith and the expectations of Christian discipleship, but they are often very interested in spirituality in general. Many do not have a particularly strong church experience, and they not readily understand worship traditions and the sacraments, or decision-making habits and organizational leadership. Yet they are very curious, quick learners, and respond well to basic training and coaching. Churches don’t have much time, because these people may be moving within three years. Some may be driven by relationships or day care needs toward new church developments. Everything about a church needs to be convenient. The building needs to be central, with easy parking, and accessible entrances. Offices, nurseries, and worship centers need to be clearly marked. All resources should be instantly accessible through the internet, including a podcast of the worship service that these people may well have missed because of busy weekend lives. Nothing should require too many turns, steps, pages, or clicks ... nor should it require too much work, thought, or perspiration.
Relevant Ministry Choices:

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<th>Leadership</th>
<th>Hospitality</th>
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<tr>
<td><strong>Mentor, Discipler</strong></td>
<td><strong>Multiple Choices, Take Out</strong></td>
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New church developments appeal to their relational lifestyles and keep faith relatively simple. They like to connect with a pastor who is a mature Christian, but capable of mentoring them “on the go”. The pastor helps them build a solid foundation in basic beliefs, key Biblical stories and concepts, and the essentials of Eucharist and baptism. He or she models accountability to core Christian values, and embeds simple and effective spiritual habits.

The pastor does not need to be a great preacher or sophisticated worship designer. He or she must be a good communicator personally and digitally. The pastor regularly blogs on an interactive website, texts constantly, and participates in social media. Therapeutic counseling can be referred to other professionals. The pastor concentrates on the basics of Christian life, and coaches how to live faithfully amid transient residences, careers, and even relationships. These pastors participate in ecumenical and cross-sector networks of like-minded clergy, so that they can hand off mobile relationships to another mentor.

The word “mobility” has many nuances for this lifestyle segment of people under 35. They live in a world of speed, flux, and blur. Couples without children are out late during the week, and attending entertainment venues for sports or music over the weekend. The 1/3 of the couples with children are likely to use economical day care during the week, and take family outings over the weekend. Their homes in new subdivisions are more like staging grounds for upcoming activities, and they are not very interested in housekeeping or yard maintenance. Fast convenience foods are normative.

Church hospitality understands this. Parking and access must be super easy. Greeters need to be effusively friendly, and able to communicate three things in just a few seconds: sincere welcome, the message of the day, and the importance of an experience with Christ. The worship center provides tables and chairs, and people will come and go during worship for more coffee and dessert. No paper handouts. No seating instructions. Give everyone a password to the wireless internet.

People may or may not show up, but if they do it will be last minute. Provide lots of food, even if it means storing or giving away the leftovers. If you run out, people in this segment will make snap judgments about your stinginess and never come back. Put leftovers in take-away bags that they can carry off to sports events and family outings. Food can be basic, but splurge on excellent coffee and real cream. Provide multiple serving stations to cut down any waiting in lines.
Mission Impact Guide V2.0 by Thomas G. Bandy

Group F, “Promising Families”

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Relevant Ministry Choices:

**Leadership**

**Compelling Issues:**
Leaders are rigorously aligned to the purpose of making and maturing disciples. Do not be sidetracked by property, programs, fund raising, or advocacy. No tactic or property is sacred. Do whatever works.

**Hospitality**

**Compelling Issues:**
Create a Welcome Center in a large vestibule that also provides refreshment serving stations and lots of room to mingle. Give away useful gifts to visitors (like flash drives imprinted with the church website or DVD’s of contemporary Christian music).

**Worship**

**Coaching, Inspirational**

Worship is probably not the primary way people in this segment first connect with a church, and it may not be the primary way they sustain their relationship with the church. They are more likely to connect through a small group or through a day care center sponsored by the church. They may sustain their church connection through a relationship with the pastor, social media, and podcasts of the worship service.

Coaching worship based on practical themes of Christian living is the best method to sustain worship involvement. They may attend two or three worship services in a row to follow a relevant theme (although watching a podcast or participating in a blog may work just as well). Worship is informal and interactive. Be sure to include ample time for Q & A, and organize text messaging direct to the pastor during worship so that he or she can instantly respond to questions. Keep their attention by including video clips or live drama. Assume they are multi-tasking during worship. They

**Experiential, Topical or Biblical, Generational or Peer Group**

Most adults are about 35, and their children are Grade 5 and usually younger. Some adults may have old fashioned preferences for their young children and expect Bible stories and generational groupings. Most assume their children learn best through activities, sounds, and images. If they attend a large mega-church, they will expect a Bible-based program enhanced by lots of technology, crafts, and activities. They will expect the same in a small church plant, acknowledging that different ages may be grouped together.

It will be difficult to draw adults into Sunday school. They prefer Sunday school to be concurrent with worship, so that they spend less time at the church and more time on family outings. Alternatively, adults may linger in the refreshment center to watch TV, surf on wireless internet, or converse. The few who participate in an intentional learning event usually focus on a topic of urgent interest (often related to parenting or relationships).
### Relevant Ministry Choices:

<table>
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<tr>
<th>Worship</th>
<th>Education</th>
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<td><strong>Compelling Issues:</strong></td>
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<td>Provide an <em>excellent</em> nursery and pre-school. Make the worship service an adult experience without children's stories, and reduce the number of crying infants or hyperactive toddlers.</td>
<td>The internet is a natural part of daily (even momentary) living, and print is a foreign medium that reminds them of boring classrooms, technical training, and corporate workshops that are all bad memories. Adults often need only the spark of a video to engage in lively discussion; or they will watch video of some expert on the theme for the day; or they will appreciate the Christian witness of a famous athlete or celebrity.</td>
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<td>People in this lifestyle segment are not particularly open-minded, despite their progressive attitudes toward technology and change. They often make snap judgments about clergy, church people, programs, and policies. They may uncritically accept generalizations about age, race, culture, nationality, etc. They tend to expect that others should give them a break, but are less likely to give a break to others. Churches often need to explain the basics of accountability, and need to provide strong role models for compassion, generosity, and respect.</td>
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<td><strong>Continued...</strong></td>
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<td>Mean no disrespect when they are tracking internet links, posting comments on social media, and watching the news while the worship service is going on. Music will be truly contemporary with the sounds currently playing on the radio. Do not expect them to sing. Most prefer to observe and appreciate either live music or music video. Keep the order of worship very simple. No need for bulletins that contain responsive readings. Limit scripture to the essential texts of the Old or New Testaments. Make the celebration of Eucharist very personal, and help them connect with the real presence of Christ as a spiritual guide and constant companion.</td>
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Relevant Ministry Choices:

### Small Group

**Designated Leaders, Affinity**

The mobility of people in this lifestyle segment often encourages shorter, shallower relationships. Their yearning for deeper relationships is a primary motivation to become involved in a midweek small group. Groups are usually short term, but may be very intense. Groups are very creative about where and when they meet. They always have a digital component, and participants will continue their conversations through email, text message, and social media.

Topics will vary, but they tend to reflect the self-absorption of people in this lifestyle segment that see themselves as the center of the universe. Therefore, affinities are not usually about global social or environmental issues, or about local community issues. They usually focus on parenting, marriage enrichment, relationships, and sexuality; or on technologies, music, and video; or especially on amateur or professional sports, personal fitness, and career development.

Designated leaders are preferred. If people in this segment make time for a small group, they want to spend that time with an expert or mentor. This is someone who not only speaks knowledgably about the topic, but who demonstrates accountability and intentionally models Christian values.

### Outreach

**For Themselves:** Human Potential, Interpersonal Relationships  
**For Others:** Human Potential, Interpersonal Relationships, Recovery

People in this segment assume that the issues that are a high priority for them are the same for everybody. They can take an interest in any outreach event or program that helps them explore spiritual gifts, personality type, vocational goals, and career plans. They are also interested in the dynamics of interpersonal relationships. Singles often have trouble starting healthy relationships, and couples are often concerned about maintaining healthy intimacy. Their frenetic dual career lifestyles raise many issues about parenting young children. Many parents are already investing in college funds and micro-managing the futures of their toddlers and grade school children.

The secret "underside" of their lifestyle is that substance abuse is a constant temptation. The same lifestyle segment that loves thrill rides at the theme park may experiment with drugs, and their combined incomes may help sustain bad habits. They may have a priority to create recovery groups for others as a backwards way they can participate in such groups themselves.

**Outreach Compelling Issues:**

People in this segment are more open to the miraculous … in the sense that authentic spirituality does not need to be rationally explained. Individuals may experience the transforming power of God through addiction recovery, renewed relationships, or unexpected and undeserved grace.
### Relevant Ministry Choices:

**Small Group Compelling Issues:**
Christian faith often comes through a mentoring moment when “the penny drops” and individuals or couples in this segment suddenly “get it”. Once the habit of self-centeredness is broken, however, people in this segment can become strong Christian leaders and assertive witnesses.

### Relevant Institutional Strategies:

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<th>Property and Technology</th>
<th>Stewardship/Financial Management</th>
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<tr>
<td><strong>Utilitarian, Contemporary, Postmodern</strong></td>
<td><strong>Designated Giving, Lifestyle Coaching</strong></td>
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<tr>
<td><em>Fast Track Couples</em> find ecclesiastical structures rather forbidding and Christendom symbols are often incomprehensible. They may have visited traditional church facilities at a wedding or in their childhood, although that is increasingly rare. “Wired” or “fixed” environments that lack postmodern technologies seem anachronistic. Therefore, they prefer to connect with a church with a multi-purpose design, wireless internet, ample video screens, and cell phone freedom. The hospitality and nursery space is especially important. The former should provide comfortable conversation areas and refreshment centers; and the nursery space should equal the best day care organizations in the region (fresh air, natural light, high security, updated equipment, and clean, undamaged toys).</td>
<td>Couples in this segment combine dual incomes and acceptance of debt in order to afford whatever is new and popular. They are informed consumers, and do not consider it indulgent to set aside money for fitness and recreation. They do understand, however, that spirituality is an important part of overall health, and they welcome coaching that can help them develop family budgets that balance essential and personal expenses with generosity toward the church and selected charities. They prefer to meet a Christian financial adviser in a coffee shop, with two or three other couples, and develop a faithful financial plan; and they do not readily participate in traditional stewardship campaigns that include personal home visits and pledge cards. They are wary of financial waste through institutional overhead, and often do not appreciate the necessity of personnel and property costs. They prefer to designate charitable giving to specific programs, and may contribute to the operations of a church as what their grandparents might have called “second mile giving”.</td>
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### Property and Technology

**Compelling Issues:**
These people are very status conscious. They may dress conservatively and avoid ceremony, but they like to be in a quality environment with excellent furnishings and updated technologies.

### Stewardship/Financial Management

**Compelling Issues:**
If the church is in a financial crisis, they are more likely to prioritize money to sustain personnel even if they must sacrifice property. However, they often expect the pastor to have an alternative source of income from grants or work in another sector.
Relevant Institutional Strategies:

**Communication**

**Internet**
The internet in all facets is the clear communication preference. People access the internet for communication, socializing, research, and financial transactions. They are frequent browsers. Anything in print must have many internet links to which they can turn. Even worship videos are more authentic if they are accessed directly from websites, rather than from DVD or hard drive memory. These people will multi-task during worship. They can listen, blog, text, explore related links, and watch an internet news feed all at the same time.

The best way to reach them quickly, and with reminders, is through texting and social networks. Greeters should be equipped with smart phones; texting a message to a visitor within 30 minutes of their departure from the facility is effective. Staff routinely text encouragement or inspirational thoughts to members and post to blogs. It is better to send text with links to a document in cyberspace, than to attach a word document to an email. They may respond to cell phone calls, but often allow voice mail services to accumulate messages before responding.

**Compelling Issues:**
The nuances of a message are often lost in transmission. Be prepared for frequent misunderstandings and the occasional inappropriate comment that requires a measure of forgiveness and reconciliation.

**Resources:**

- **Really Relevant (and) Always Faithful: How Churches and Ministries Target Mission In An Explosion of Diversity** by Thomas G. Bandy (Available through Amazon)
- Download the [MOSAIC Guide](http://www.missioninsite.com) from Experian
- Explore the [Interactive MOSAIC Guide](http://www.missioninsite.com) from Experian