

# Depth Perception™

Commentary from Design For Ministry™  
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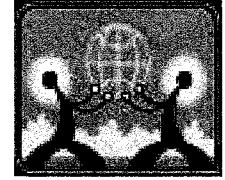
## Boom Come the Boomers 15 March 2007

The Baby Boomer impact on congregational life is becoming ever more unavoidable and observable. Social scientists and seminary professors specializing in church leadership will be years making sense of what is truly distinct about this generation compared to those that preceded and those that follow, but already much can be observed. Consider these four Boomer-filled congregations.

- ◇ A small town congregation is in dispute over worship styles. Preferences about worship are stated as moral preferences rather than matters of taste. Two unsustainable worship services emerged. For the congregation to survive, one larger worship service has to be re-engineered. The core of Boomer faithful needs to bless this or everything disintegrates.
- ◇ A second congregation set among farm fields has transitioned to the Gen-X families. Their Boomer parents are present but refuse to hold leadership positions. They are simply too wounded from previous attempts that were resisted by their own parents.
- ◇ Congregation three, in a large metro area, sees its Boomers leave whenever their children are grown. They simply swap communities to find another church much as they would find a different laundry detergent. The congregation is growing slightly, however, because Boomers from other nearby congregations are also switching congregations and are joining.
- ◇ A fourth congregation, this time suburban, is full of Boomers who are pursuing highly individual spiritual journeys. Tension is never far away because each individual feels their experiences need to be embraced by others in their congregation's family. They are more interested in speaking than in listening, and actively undermine opportunities for others to share.

Perhaps these stories are not unique to the Boomer generation. We can observe, however, that in all these contexts nothing lasting is being built. There seems to be little attention to building a legacy that will be passed to others.

-mark I vincent



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The line between non-profits and for-profits continues to blur. Business owners leap to run non-profits who now admit they need business savvy. Successful non-profit leaders move to for-profit platforms because business admits it lost ethical underpinnings and human concern. Collaborative partnerships between both sectors are springing up everywhere. To that end we developed a consulting and services network that specializes in the for-profit enterprise. By developing Design For Business, Intl™ we will be better able to work with this mix. We look forward to sharing more of these developments in the months ahead.