



Sharing CEEP participants insights and experiences for engaging “Millennials” today

CEEP Conference
2017

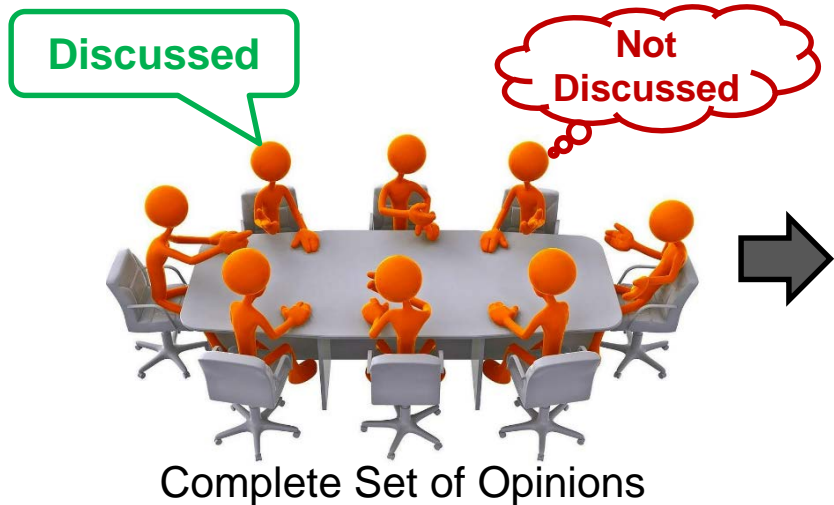
What is alignment?

Alignment is not binary – **Yes/No,**
Are/Aren't



The initial Alignment Index of every group measured has been between 44 and 83. Groups are never fully aligned at the level at which action takes place.

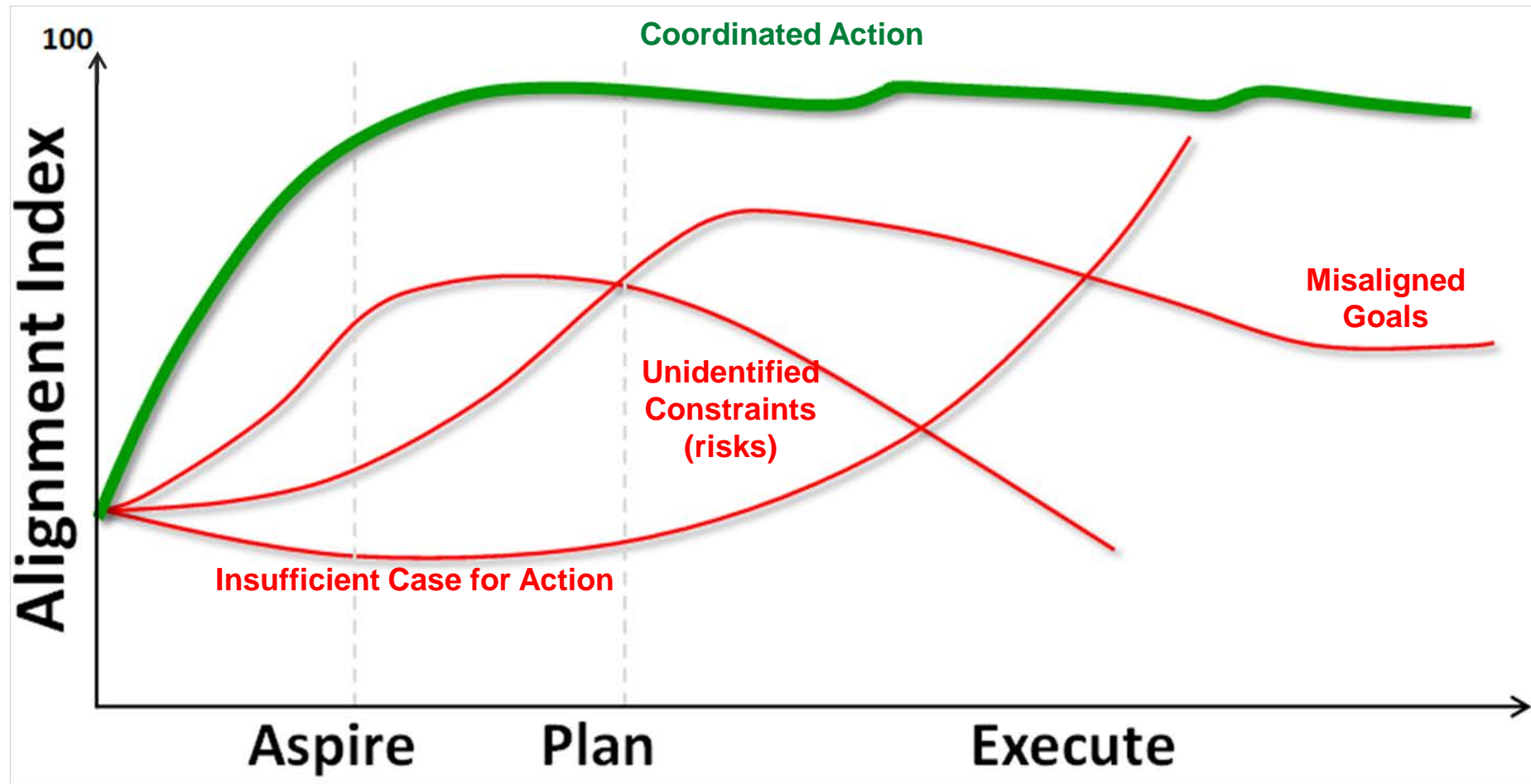
Why does it matter?



“All actions come from internal thoughts.”
- Harvard professor Chris Argyris

- Delayed
 - Inaction
 - Conflicted
 - Unilateral
 - Errant
- Impact on Performance

Successful Outcomes Require Coordination Action



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Reasons for Misalignment

Reason	Perceived	Actual
Different Dictionary	0%	60%
Different Data	5%	35%
Different Drivers	95%	5%

Different Dictionary:

- If I say, “This is good.” What do I mean by “this” and what do I mean by “good.”

Different Data:

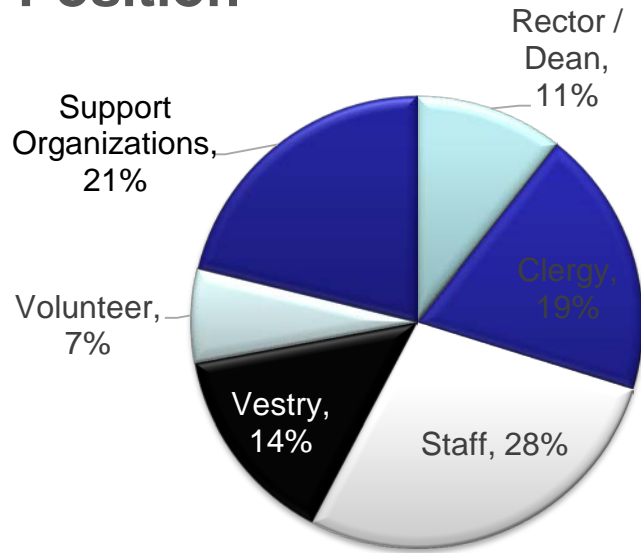
- One person has read a report and has facts. Another person has not seen the report.

Different Drivers:

- People make negative judgments about another person’s intent.
- “He is trying to get control of a bigger portion of the budget.”

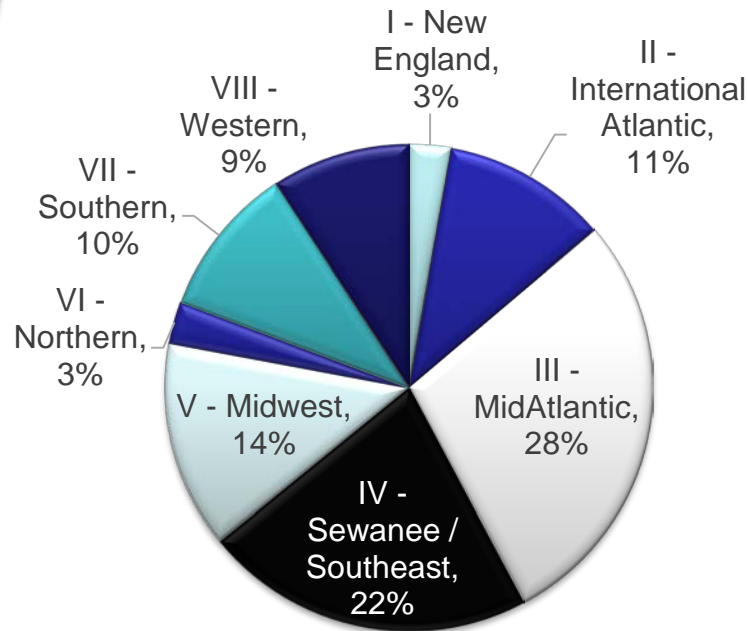
CEEP Structured Virtual Dialogue: 127 (18%) responses out of 689 invited

Position

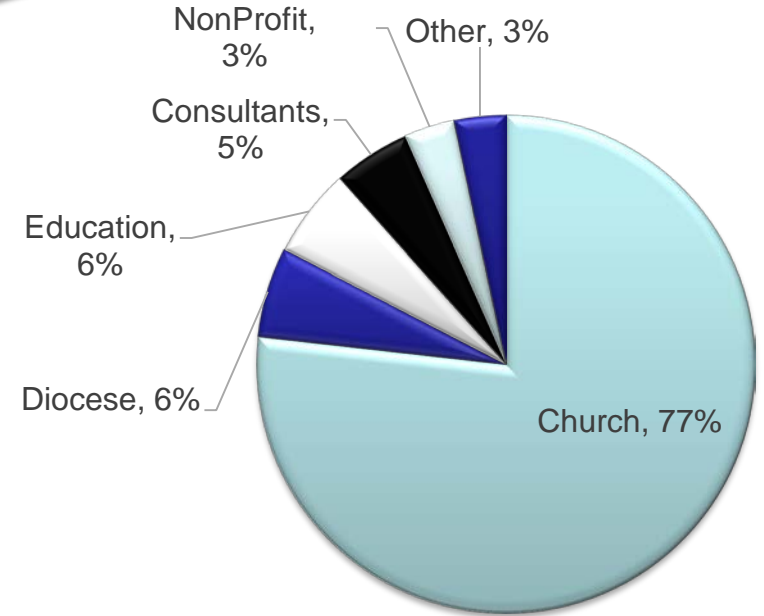


People averaged ~20 minutes sharing their insights so far.
And generated 23 pages of commentary.

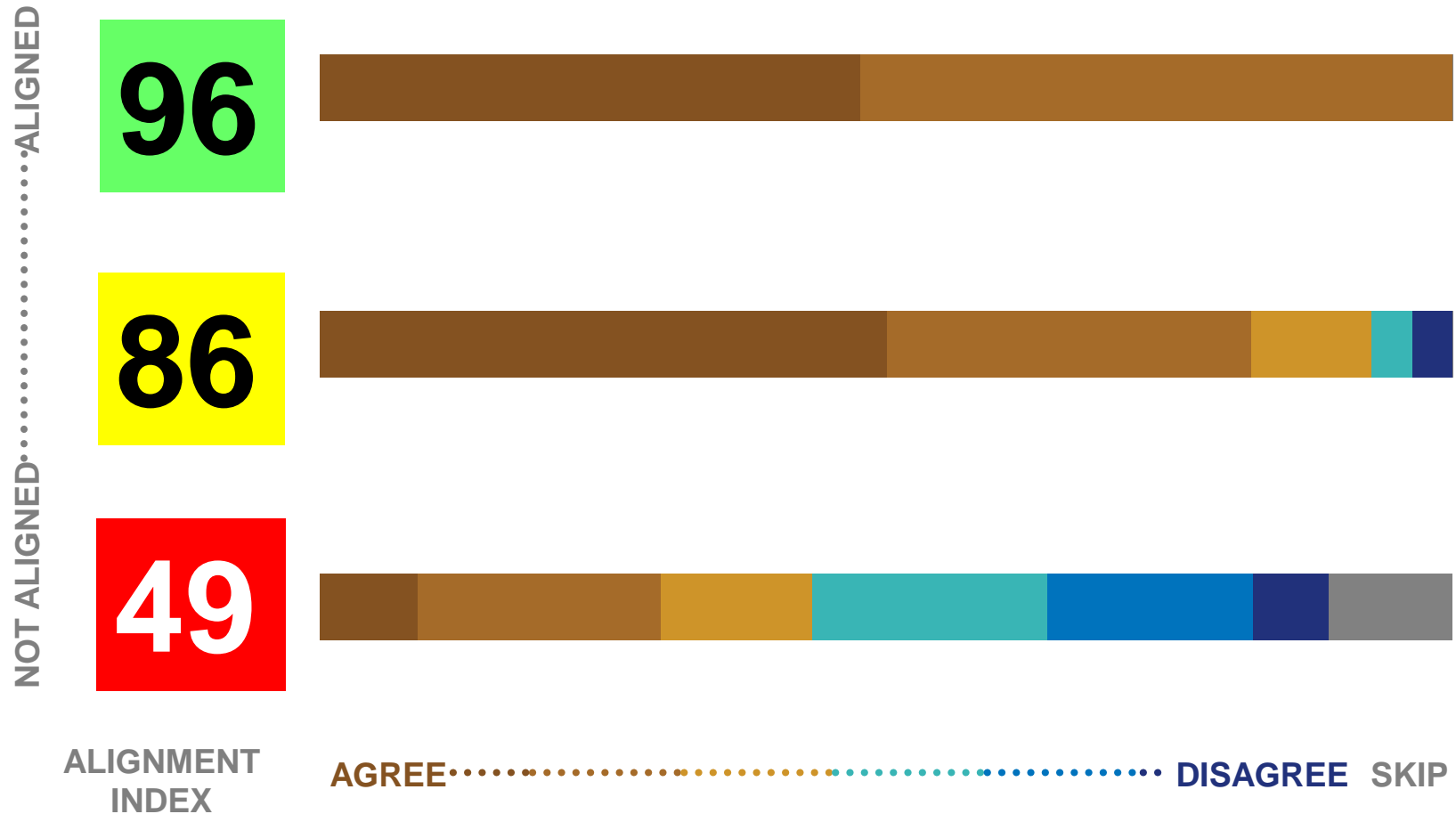
Geography



Type of Organization



Quantitative measurement of the degree of alignment within any group



How aligned are CEEP conference attendees around engaging “Millennials”?

An Alignment Index of 73 is average. Average is not surprising for a large group that doesn't interact with each other on a daily basis.

Standard Dashboard

Sharing CEEP participants insights and experiences for Engaging “Millennials” Today

Total Convergence Participants: 127

Processed: 72 (57%)

Outstanding: 55 (43%)

Latest response: Yesterday, at 8:03 pm

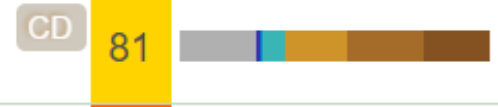


Category Statistics

Description	Points		SchellingPoints	Convergent	Moderately Convergent	Divergent	Minimal (Discard)
	AI	Raised					
G Goals/Objectives/Indicators of Success	78	9	0	3	4	2 (+1)	0 (-1)
U Potential Unintended Consequences	71	2	0	1	0	1	0
B Issues and Barriers	62	4	0	2	0	2	0
A Underlying Assumptions/Current State	73	9	0	3	2	4	0

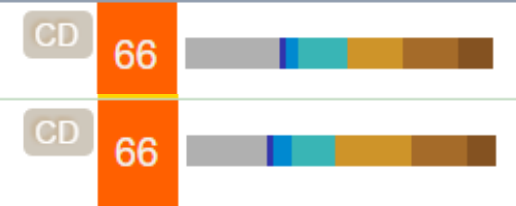
Most people agree with this statement

- ▶ There is institutional fear of a financial crisis in the Episcopal church as individual parishes decline.



These reasons for change are misaligned; some people agree and some people disagree.

- ▶ Our congregations are not sustainable with participation of people younger than 40 about 35% less than the same demographic group several decades ago.
- ▶ Without transformational change the vast majority of un-endowed Episcopal congregations will close in 25 years.



“The research is hard to deny. Attendance of those born after 1980 is significantly less than previous generations. At the current rate (70 per year) 1750 churches will close in the next 25 years...and the rate sadly will probably increase as this generation ages.”

“I don't think we should "transform" who we are in order to attract more millennials. If we offer good and enduring values, excellent liturgy and music, and important social justice programs, millennials will be attracted to us. This seems to be the case in my church.”

Millennials are individuals

Most people agree with this statement:

- ▶ Congregations should expand ministries specifically attractive to young adults.



This statement is misaligned; some people agree and some people disagree.

Young people don't see enough people who are their age in our congregations.



“Millennials are the future of churches, and even though they aren't necessarily members they can still support the church in other ways, such as designing graphics for the church, and attending church events that aren't really religious may influence them down the road.”

“As a millennial (have I mentioned that I hate that term), I get pointed to in meetings regularly (no kidding) with statements like 'well, let's ask our millennial how her group would feel about that.' I do think they are thinking about [genuinely seeking ways to better engage millennials.] The problem is that they are seeing millennials as a stereotype and not as the complex group of adults (not even particularly young adults!) we are - parents, dual-working couples, community leaders, volunteers in multiple organizations with strong skills.”

Most people agree with these statements.

- ▶ Congregations should create more small groups on a variety of topics/activities to build intergenerational relationships.



- ▶ Congregations should expand ministries specifically attractive to young adults.



This statement is misaligned; some people agree and some people disagree.

- ▶ The church should have more deacons doing ministry in the community in a way that builds relationships with non-church going millennials.

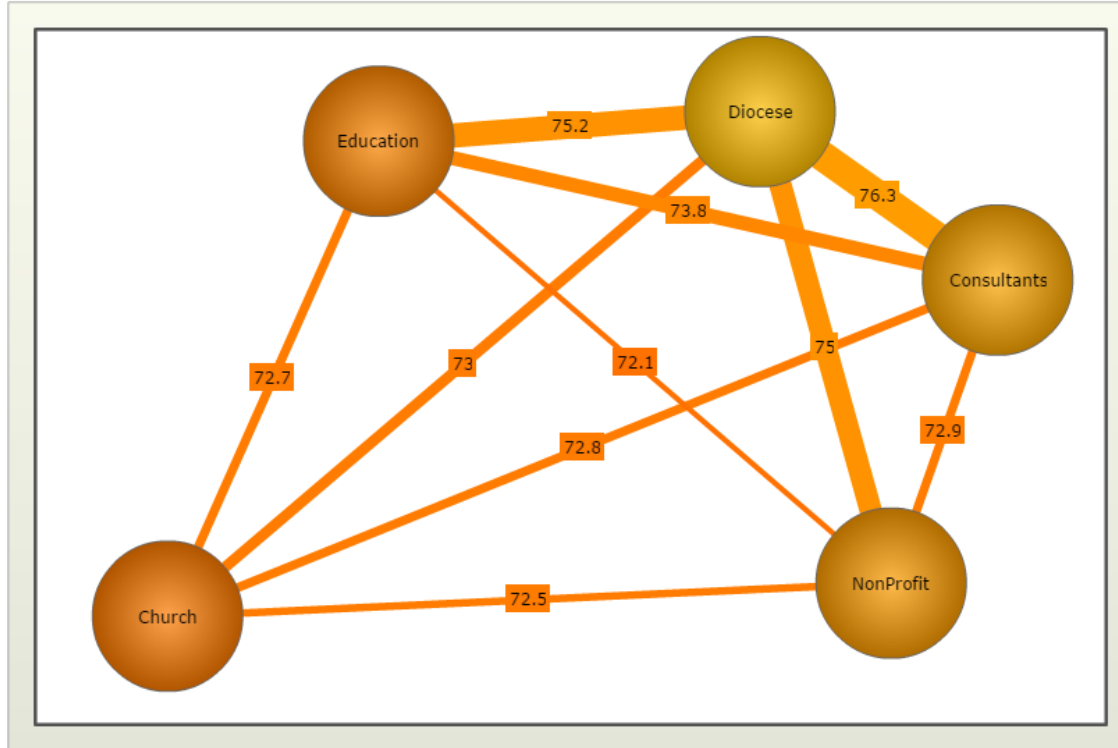


“The Episcopal Church needs to develop more programs that engage youth beyond pizza and games. I have seen youth grow in their faith when presented with the opportunity to explore challenging questions of contemporary concern from a theological standpoint, and gain the tools to articulate themselves as Christians.”

“At my church, we build intergenerational relationships through special Sunday morning workshops and gatherings (during the usual Sunday School hour). We also invite millennials to join pre-existing groups. We just elected 2 millennials to a Vestry that already includes at least one millennial, plus a number of Gen Xers. My closest intergenerational friendship have developed through Choir.”

Demographic Class Analysis

For class Type of Organization



Key:

- Color of circle indicate level of alignment within the group. Green is aligned, red misaligned.
 - The thickness of line indicates the level of alignment between groups.
 - Alignment index numbers are also shown.
- None of the people within each class are highly aligned among themselves.
 - Diocese, consultants and educational organizations are most aligned between each other.
 - Individual churches are least aligned. This is not surprising because 77% of participants are churches.

	G	U	B	A		G	U	B	A	
79	■	■	■	■	32	Diocese	86	87	66	75
77	■	■	■	■	42	Consultants	83	57	71	78
76	■	■	■	■	12	NonProfit	72	93	74	77
74	■	■	■	■	34	Education	81	66	62	75
73	■	■	■	■	27	Church	78	70	61	73

Note: Age demographics would probably be very interesting, but were not available for the CEEP participants attendee list.



Thank you

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