

Opportunity or Temptation?

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Synopsis

Hope Community Church's (HCC) upcoming vote regarding the purchase of land for new facilities pitted traditionalists against growth oriented progressives. One favored the status quo in spite of its many shortcomings. The other favored change to avoid strangling growth in spite of considerable uncertainties surrounding the purchase.

Learning Outcomes

The outcomes of this case are:

1. Identify barriers that HCC leadership needed to overcome.
2. Evaluate when a church should stay put or move to another facility.
3. Understand how not following the problem solving process can cloud decisions.
4. Understand how uncertainty influences the decision making process.
5. Evaluate if the HCC building committee and/or leadership were obligated to seek answers to questions raised by church members.

Application

This decision making case is suitable for undergraduate and graduate classes including: introduction to business, real estate, business law, social entrepreneurship, not-for-profit, and strategic management.

Key Words

Church growth, decision-making, fiduciary responsibilities

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