



School of Business Administration

Pastor Henry... (A true story)

"Power is the ability to impact the African American community in a positive and uplifting way."

— Debra Lee, CEO, Black Entertainment Television

"I've earned more money in the last five years than I earned in the 60's and 70's combined. Just like the Temptations, the Miracles, and the Pips our music revolves around love, and love endures."

— Levi Stubbs, lead singer Four Tops

*"You should want a bad bitch like this (ha)
Drop it low and pick it up just like this (yeah)
Cup of Ace, cup of Goose, cup of Cris...
Bring the hooks in, where the bass at?
Champagne spillin', you should taste that"*

— Iggy Azalea, rapper, songwriter

The world, it is said, searches for men and women who are not for sale; men and women who are honest, sound from the center to circumference, true to the heart's core. Men and women who will stand for right even if the heavens quake and the earth moves; men and women who will tell the truth regardless of the outcome; men and women who know their message and tell it; who know their place and fill it; who are willing to eat what they've earned and ask for help only when they deserve it; men and women who are not too proud to humble themselves in the company of their Creator and stick to their values.

It's 6:30 Wednesday evening. You've just beaten your best friend at racquetball, and you quickly shower and freshen up to attend weekly Bible study.

You're on top of the world! As a matter of fact, you haven't felt this good in a long time. Life is good; everything is finally going your way. You've just finish Business School—what a relief—and you received the offer of a lifetime: *Sony Records of Japan* seemed to take forever with their hiring process, but after four grueling months and countless interviews, both in New York and Los Angeles, they selected you—a CAU grad, at the salary you requested—\$90,000. To seal the deal

1 This case was prepared by Dr. Dennis Kimbro as a basis for class discussion. Cases are not intended to serve as endorsements, sources of primary data or illustrations of effective or ineffective management strategy.

Sony waived a \$5,000 signing bonus under your nose and you took a whiff. You put the money immediately to good use—catching up on delinquent car payments and revamping your wardrobe. All the pieces are finally in place and you can't wait to get started.

Your mother told you to exercise patience and trust in the Lord and everything would be okay. Wow, was she right. To show your appreciation you even joined church and rededicated your life. And the reasons were obvious. You were drawn to Pastor Henry. He's young, energetic, deeply spiritual, really concerned about our youth, and ladies, as Phyllis Hyman sings, *"so pleasing to the eye."* You're about to bolt for church and the phone rings. It's Sony's vice president of marketing and advertising calling from the west coast. "Everyone is excited about you coming on board," she beams. "We've assigned you to the Snoop Doggy Dogg account. You'll be responsible for positioning his new CD, featuring the hot single *'The Bitch Ain't &#@!'*" She says she will fill you in on the details in the morning. But before she hangs up, she coaches, *"The entire firm will be watching your every move. Boo-coup folks wanted this position and I know you won't let us down."*

As you pull into the church parking lot you're lost in thought. *What's all this commotion about?* You can't even get out of your car before Pastor Henry approaches you. Openly excited he hugs you and says, *"Sister, I'm glad you came. As you can tell we've had it up to here with this vulgar rap music. To show our displeasure with the record companies and artists who peddle this stuff, tomorrow the entire church will launch a full-scale boycott of Columbia, Warner Brothers, and Sony Records. By the way, I heard that you were a marketing major in college. Take a look at our press release and strategy... tell us how can we make the biggest impact. We're proud of you and we want you front and center."*

You close your car door, drop the keys into your purse, and swallow hard. **Your heart begins to pound. What do you tell Pastor Henry? What do you value most?**

Pastor Henry:
What Do YOU Value Most?

Business majors (God, I love you guys), welcome to the big leagues—your second case. You will undoubtedly discover that analyzing a business case (a real life scenario) is instrumental for career planning purposes and development. **The focus of this assignment is to give you the forum and platform to clearly articulate the qualities and values that shape YOUR life.** If you haven't realized by now you will soon discern that this process is the identical tool utilized by first tier institutions—Harvard, Stanford, Duke, Cornell—to name a few. The essence of case discussion lies within our questioning. **In other words, the better the question, the more in-depth the analysis.** As you formulate your response, the questions below should provide a track to run on...

1. **What do you tell Pastor Henry? DO YOU ACCEPT THE POSITION? If not, why not?**
*What would YOU do, Manager? In an age of lewd and sexual explicit videos, music and lyrics that denigrate and compromise the role that women play in society ("You're a real fine woman, won't cha back that thing up"), WHAT WOULD YOU DO? Do you take the money and run? Or, do you place **character and integrity** before those Gucci and Chanel sunglasses and that Michael Kors handbag? ("Oooh Girl, I just love your purse.") Business student, grab your polo and get into the game. **What is your strategy?***
2. **What lies at the center of YOUR life?** *What do you value most? Are you led by character, values, and integrity? Or, is everything about the almighty dollar? (Get rich or die trying) Are you committed to gaining wealth at all costs? Is Bruno Mars correct when he sings "**First, take your sip (sip), do your dip (dip)** Spend your money like money ain't shit (Whoop, whoop)?"*
3. **For Sisters Only: Ladies, do you gossip?** *Do you use foul or offensive language; what about your friends / roommate? Are you comfortable in this setting? Ladies, outside of your business seminar class, do YOU wear provocative clothing? Is Trina correct when she states "Hair done, nails done, that's us... New car paper tags, that's us?" Is there more to life than Instagram, Facebook, Twitter, Snapchat, and reality TV? With student loans breathing down your neck... ninety-thousand dollars per year—are you kidding me? **What do YOU do, Ladies?***
4. **Have you developed a code of ethics?** *What are the words, quotes, and scripture that you live by? Do you demonstrate the highest standard of personal integrity, spirituality, discipline, and honesty? Share an example...*
5. **For Men Only ("We don't dance, we just pull up our pants...")** *Men, after you pull up your pants please answer the following: **Have you ever called a woman a #@%*!?** Men, have you ever stood by while another male CAU student was disrespectful toward a female?*

Men, do you respect, honor, and uplift women? As you look at your life, are your character traits closer to Kanye West, Ludacris, T.I., 50 Cent, or former President Obama, Chance the Rapper or Colin Kaepernick? Please explain...

6. **Again, for men only...** After you leave the tattoo parlor, here's something to think about. If you took all the Black men who are currently incarcerated and confined them to a central location, that area would constitute the 12th largest city in the nation. This "city" comprised of nothing but **incarcerated Black males** would be larger than Detroit, San Francisco, Memphis, Boston, Milwaukee, Jacksonville, Baltimore, Charlotte, Denver, Indianapolis, Washington, D.C., Nashville, Las Vegas, and—believe it or not—Miami and Oakland combined!!! **Men, does this data bother you?**
7. The biopic "**Straight Outta Compton**" was without question one of the most widely viewed movies in the country (earning more than \$200 million.) However, at the time of the movie's release hip-hop's most prolific producer (networth in excess of \$800 million), **Dr. Dre**, (Andre Romelle Young), was forced to address his past behavior, particularly as it related to women and physical abuse (see attached New York Times article). **For those of you who have yet to see the movie, in lieu of the events of the hour, will you? And do these revelations alter your opinion of this hip hop impresario?**

As always, your paper (1.5 ppg / 375 words tops) should be a well crafted, creative piece of writing presented in narrative format. Again, no case notes (serious points will be deducted). Flawless grammar, spelling, punctuation, sentence structure, etc. Dive right in.

D. Kimbro CAU Business...

ACHIEVEMENT

*To accomplish, win or attain;
do successfully.*

COURAGE

*A quality of spirit that enables
one to face danger.*

FAITH

*Believe without need or certain proof;
confidence in or dependence on a person
or thing as trustworthy.*

HONESTY

*Fairness or straightforwardness of
conduct; integrity; uprightness of
character.*

KNOWLEDGE

*A result or product of knowing;
information or understanding acquired
through experience. Learning; erudition.*

MORALITY

*Virtuous conduct; a system of principles
of right and wrong conduct; a code of ethics.*

PLEASURE

*An agreeable or delightful sensation;
enjoyment; one's preference, choice.*

RECOGNITION

*Acknowledgment of a fact or claim;
made to feel significant and important.*

SELF-DISCIPLINE

*To train to obedience or subjection;
a system or rules or method of practice.*

WISDOM

*Knowledge; learning; practical judgment;
insight; common sense.*

COMPASSION

Pity, with the desire to help.

CREATIVITY

*The power of the ability to create;
to cause to come to existence.*

HEALTH

Freedom from defect or disease.

JUSTICE

*The quality of being impartial or fair;
righteousness; conformity to truth, fact,
or reason.*

LOYALTY

*Fidelity, allegiance; the state, quality,
or fact of being loyal.*

PHYSICAL APPEARANCE

Concern for the beauty and sanctity of one's own body.

POWER

*Ability to act; capability; potential capacity;
possession of control, authority or influence
over others.*

RESPONSIBILITY

*The state of being accountable; answerable
legally or morally for the discharge of a duty,
trust, or debt.*

WEALTH

*Affluence; abundance of valuable
material possessions or resources.*

WORK

*Continued exertion directed to some end;
labor; toil; a feat or deed.*