Hello 2022! It is great to feel the continued energy of students in person after so much time on zoom. This February 10th marked my two-year anniversary as managing director of the Center and I remain humbled and grateful for the opportunity to collaborate with center director Dr. Rajshree Agarwal to make an impact with our research and teaching. I am also excited to write this letter to you and share a little bit about what we have been up to. My colleagues at the center continue to inspire and amaze me.

During the Fall 2021 semester at the Ed Snider Center for Enterprise and Markets we welcomed guests back to campus and hosted another successful debate in partnership with the Campus Liberty Tour. If you were unable to join us, you can read about it below and follow the link to watch a recording of the debate. As a Center we are committed to bringing more co-curricular opportunities like this to the University of Maryland.

Congratulations are in order for Sarah Wolek, the innovative director of the Intentional Life Lab, who was recently appointed as a Faculty member in the Management and Organization Department of the Smith School. Sarah is busy translating the Center’s thought leadership into curriculum, teaching the new Lab course Intentional Leader and training instructors to teach this and other Lab courses as we expand our offerings. Read more below about the pilot of the Purposeful Leadership Journey that Rajshree, Sarah and I are collaborating on with faculty in the EMBA program —where I also teach Entrepreneurship and Rajshree teaches Strategic Management, along with the Fostering Enterprise mastery. Partnerships like this one with academic programs across Smith are vital to the continued success of the Center and afford us the opportunity to integrate the Center’s thought leadership, specifically Rajshree’s “CEO of Me” frameworks into new and existing offerings.

_Six Pillars For Building An Intentional Life In This New Year_ by Rajshree in Forbes, presents the frameworks of the Intentional Life Lab as the “scaffold upon which you can develop, organize, and achieve resolutions.” Even now over one month into the New Year, I hope you will find some inspiration in it. If you are anything like me, the resolutions that you stick with are not the ones that come with the arbitrary start of a new year, but rather they come from a place of purpose and passion when you intentionally make a
commitment to take action in your life. Links to many of Rajshree’s recent op-eds are inside this newsletter.

Also, you can read about our student-run **Snider Consulting Group** and find an update on a new research initiative launched by Serguey Braguinski, Ed Snider Center’s Research Director. Finally, I want to highlight that the work we do would not be possible without the generous support of donors. If you have not already done so, please consider joining us as supporters. Mark your calendars for March 9th for Day of Giving. We will send out information as the day approaches. In the meantime, stay safe and if there is any way that the Ed Snider Center can help to inspire or inform your work and life, please reach out to us.

![Students and Ed Snider Center staff at the Fall 2021 Centergize event.](image)

### Recently in Forbes

Dr. Rajshree Agarwal, as a Senior Contributor to Forbes, provides leadership insights on strategy, innovation and leading purposeful lives. Her recent op-eds cover all that and more!

- **Lessons From The Road To Super Bowl LVI For Enterprise And Markets**
- **Six Pillars For Building An Intentional Life In This New Year**
- **How To Reframe (Unfair) Negative Performance Reviews Of Team-Based Activities For Long-Term Gains**
- **Four Steps To Ensure America And Immigrants Benefit From**
Events

Pathways to Personal Prosperity and Achieving Your Dreams: Government Programs or Free Enterprise?

In October 2021 we hosted “Pathways to Personal Prosperity and Achieving Your Dreams: Government Programs or Free Enterprise?” featuring Charles Payne, host of "Making Money" on Fox Business Network, and Bakari Sellers, CNN political commentator, on the panel with Tom Rogan, commentary editor at The Washington Examiner and a Steamboat Institute Tony Blankley Fellow as moderator. Maryland-Smith’s Dean Konana remarked in his welcoming message, that the debate “gives us all the opportunity to ponder challenging topics. As President Pines said earlier not everyone will agree with every issue but it is valuable to listen to both sides with respect in order to understand different perspectives, so we make things better for all in the future.” Read more here where you can also find a link to a recording of the debate live stream.
Snider Consulting Group (SCG) was created by students Devin Streight, Natalie Hirsch, and Joseph Houghton to provide consulting and strategic services to clubs across campus. Believing that students have the right to experience their passions via extracurriculars, SCG emerged when its founders discovered an intersection between their professional interest in consulting and the opportunity to assist struggling student run organizations. After pitching the idea to the Ed Snider Center in 2020, its founders recruited other club leaders also interested in supporting this cause.

Leveraging the TERP network and LinkedIn, SCG formed a partnership with UMD alumni at Ernst & Young (EY). EY consults on projects alongside the members and hosts professional development workshops. Client deliverables are professionally reviewed by EY consultants or partners and SCG members receive training and networking opportunities. Four current SCG members are going to EY full time after graduation.

Over the past three semesters, SCG has added 18 new members to its original 8 and continues to seek out exceptional applicants interested in consulting. During the past two winters, SCG and the Center for Social Value Creation at Maryland-Smith partnered on hosting the annual Smith Impact Case Competition. In the past year, SCG has consulted for several notable organizations across UMD: TAMID, the History Undergraduate Association, the Private Equity and Venture Capitalist Club, the Student Government Association, and the Global Consulting Fellows Program. This coming semester, SCG will be consulting for UMD Dining Services and the Smith Master Student Association alongside other projects.

Connor Lennox (Fall 2021 Cohort) said “SCG has provided me the opportunity to gain real-world consulting skills, and helped me to understand my own goals and interests career-wise. In SCG I’ve found a community. SCG has given me some of my closest friends, and has been the most valuable part of my UMD experience.” Freshman SCG member Mary Samokhvalova, believes “SCG’s active and engaging partnership with Ernst & Young has overall created an immersive, rewarding, professional-world experience into what it means to be a consultant.”

SCG is always looking for new clubs and organizations to help! Visit their website at sniderconsultinggroup.com to check out information on how they can help your organization!
Our Programs

Pilot of Purposeful Leadership in the Executive MBA Program

Working with Maryland-Smith’s Executive MBA program, Ed Snider Center Director, Rajshree Agarwal, launched the Purposeful Leadership Journey in January, teaching her Fostering Enterprise Mastery to Cohort 22 during opening residency week. The Journey unifies content from multiple courses and Mastery sessions, weaving existing EMBA faculty teaching, executive coaching and career development into a cohesive theme of purposeful leadership across the EMBA curriculum. This exciting partnership with the EMBA program and the Office of Transformational Learning allows us to leverage the Ed Snider Center’s existing curriculum and programs to more deeply engage an expected 80 students annually at this highly ranked Executive MBA program.

The Purposeful Leadership content is distributed across the EMBA 18-month journey in collaboration with Ed Snider Directors, Jacqueline Manger and Sarah Wolek, as well as over a half dozen EMBA faculty including EMBA Academic Director Rob Sheehan, Cohort Director Judy Frels and Ed Snider Center Faculty Affiliate Christine Schaff. The program will guide already driven executives to identify their own purposeful value, and provides them frameworks to guide their leadership journey long after their time at Smith. Sarah Wolek is currently collaborating on a Mastery session that will end the Purposeful Leadership Journey allowing students to “put it all together” in a capstone portfolio. We look forward to sharing more about this exciting partnership in future Ed Snider Center newsletters and our annual report.

Snider Enterprise & Leadership Fellows

Enterprise, Leadership and Markets (BMGT198C) Course

EARN 3 COLLEGE CREDITS OVER THREE WEEKS THIS SUMMER THROUGH THE TERP YOUNG SCHOLARS-UNIVERSITY OF MARYLAND

July 11-29, 2022

REGISTER NOW!
It's been a busy and productive fall for the Intentional Life Lab. The program's courses and workshops reached approximately 370 students between July 2021 and December 2021. This was up from approximately 100 students reached during the same period the previous year. In addition to scaling our reach, one of the courses offered by the program was recently approved by a campus-wide interdisciplinary committee to be included in the general education program of UMD in the "Scholarship of Practice" and ISeries"—a huge win for the program. Finally, in the fall, the final course being launched by the Lab, "The Intentional Leader" was finalized for the current spring semester pilot launch.

Snider Undergraduate Research Experience (SURE)

The 2021-2022 Snider Undergraduate Research Experience (SURE) program has engaged with student fellows utilizing the opportunity to do independent research and improve their understanding of business, enterprise, and markets. Spearheaded by our three student co-directors, Coby Kranz, Omolola Ojaomo, and Razan Mikdashi, SURE commenced on November 19, 2021 with an in-person kick off and Qualitative & Quantitative Workshop held by Dr. Mircea Raianu and Dr. Jim Purtilo, respectively. The SURE fellows also heard from Dr. Joe Bailey during a scoping workshop in December, and learned about the IRB approval process from the student co-directors.

During the current Spring semester, students will work with their mentors, the student co-directors, and other Ed Snider Center staff to create their research paper and poster based on their chosen topics. Research presentations will take place in May for an audience of fellow students, UMD faculty, staff, and Ed Snider Center guests and final papers will be published in the 2022 SURE journal. We encourage you to explore our SURE program page to learn more about our 2021-2022 student co-directors and fellows, where you can also read past years’ journals.
Research Spotlight

Launch of the Ed Snider Center Working Paper Series

The Ed Snider Working Paper Series was launched in October 2021. The inaugural paper, “Pioneering Digital Platform Ecosystems: The Role of Aligned Motives and Capabilities in Experimentation and Performance Outcomes,” is joint work by Audra Wormald (a PhD student whose research was supported by Ed Snider Center Research Grant, "The Role of Pioneering Firms in the Emergence and Growth of the Global Mobile Money Industry"), Sonali Shah, Serguey Braguinsky, and Rajshree Agarwal. The paper extends the analysis of the emergence of new industries to globally-born, digital context. To date, the Ed Snider Working Paper Series has published four papers, which can be accessed HERE.

Check out our latest episodes:

The Path to the Truth: Shannon Vallor

In this episode, Christina and David speak with Shannon Vallor, a professor at The University of Edinburgh who focuses her work at The Edinburgh Futures Institute. Dr. Vallor, a “Philosopher of Technology” speaks about how human character is being transformed by A.I., robotics, social media, and bio-medical technologies as well as the pursuit of truth in modern society. Guest: Shannon Vallor. Hosts: Christina Elson and David Yang.
Physical AI I Embedding Bio-Hybrid Robots into Our World: Mirko Kovac

We welcome Dr. Mirko Kovac, an internationally known leader in biologically-inspired aerial robotics. With his experience as the Director of the Aerial Robotics Laboratory at Imperial College London and the Head of the Materials and Technology Centre of Robotics at the Empa Material Science Institute in Switzerland, Dr. Kovac shares the excitement of the future of "physical AI", its potential benefits to humanity, and what it will take to get there. Guest: Mirko Kovac. Hosts: Christina Elson and David Yang.