

# BYU MBA

## MARRIOTT SCHOOL OF BUSINESS

# Faith and Belief at Work

MBA Case Competition Re-cap 2024



**BYU MARRIOTT**  
SCHOOL OF BUSINESS

**BYU MBA**  
MARRIOTT SCHOOL  
OF BUSINESS



**PayPal**



**accenture**





# MISSION

Bring awareness to how including the faith and belief systems of a diverse workforce can lead to optimal business outcomes

# VISION

Inspire **inclusion, compassion,** and **sharing** across faith and belief systems to build a better working world



**BYU MBA**  
**MARRIOTT SCHOOL**  
**OF BUSINESS**



## MBA Faith & Belief Case Competition 2024 Snapshot – Growing Across The Board\*

**16** MBA programs\*\*  
across the US  
sponsored  
teams of 4 to compete  
(+5 vs '23)

\*\*Schools included: Carnegie Mellon University, University of Notre Dame, Baylor University, Boston University, Oklahoma State University, Iowa State University, University of Alabama, Pepperdine University, Columbia University, Texas A&M University, University of Utah, Brigham Young University, Indiana University, Kansas State University, University of Florida, & University of Arkansas.

**7+**

Participants represented Christian, Hindu, Muslim, Jewish, Scientologist, Agnostic, Atheist and other belief backgrounds

\*vs 2023 Case Competition

**15**  
Industry experts  
and executives  
attended as  
judges (+5 vs '23)

Companies represented:  
McKinsey & Co., Equinix,  
Forbes, PayPal,  
FashionPhile, Interfaith  
America, Accenture,  
Procter & Gamble, Dell  
Technologies, BYU  
Athletics

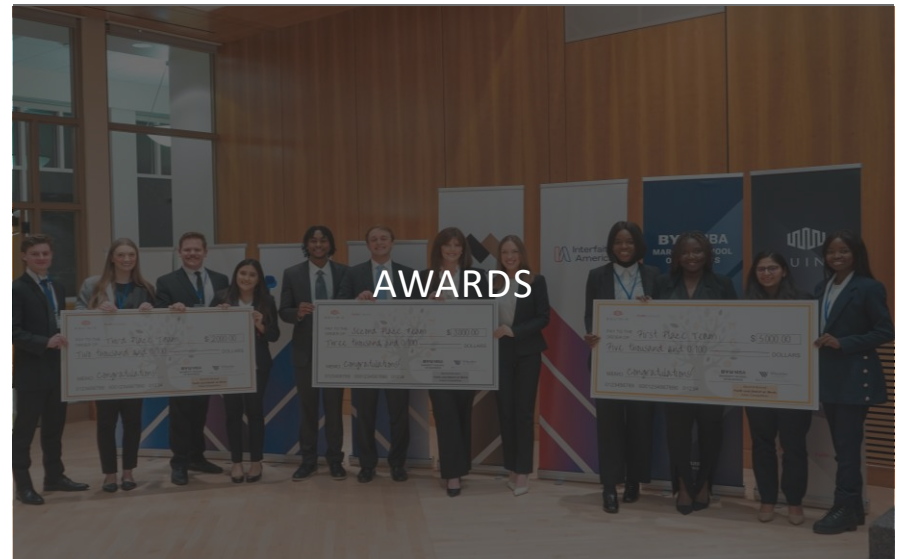
**63** MBA students from multiple  
sectors, industries, countries  
and belief systems  
(+19 vs '23)

**\$57,000**

Total dollars donated by sponsors: Equinix, Allymar, Interfaith America, BYU Marriott School, BYU MBA Program, PayPal, Accenture, Wheatley Institute, Sorenson Center (+\$9k & +4 Sponsors vs '23)



# Competition Elements





# RESOURCES & MENTORSHIP



# Resources & Mentorship: Closing Dinner & Keynote



## Resources & Mentorship: Sponsor Training

Interfaith America surprised everyone with a trip to their Interfaith Leadership Summit in Chicago to present their winning presentation!





# NETWORKING & RECRUITING

## EXTRAORDINARY OPPORTUNITY

We play at the intersection of the  
GREATEST  
TECHNOLOGY  
TRENDS in the world.



## EXTRAORDINARY PEOPLE

We are **AUTHENTIC**,  
humble, **GRITTY**, informal  
and **FUN PEOPLE** who  
have a **PASSION FOR  
WINNING**.

## EXTRAORDINARY PLACE

at if we are a team  
ch other, trusts one  
proud of  
we can

C OF



## Networking & Recruiting: Pre-Competition Mixer

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# Networking & Recruiting: Sponsors & Judges





# Networking & Recruiting: Closing Dinner & Keynote



# Networking & Recruiting: Lead Sponsor Presentation Participants + BYU MBA Students





# Networking: VIP Family History Workshop & Humanitarian Center Tour





A man in a dark suit and blue lanyard is gesturing with his hands while speaking to a woman in a dark business suit. They are in a conference room with a whiteboard in the background. The whiteboard has some faint text, including "(24 MONTHS)" and "15". The word "INNOVATION" is overlaid in white text in the center of the image.

INNOVATION

## Innovation: Student Team Presentations

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## Innovation: Student Team Presentations

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# AWARDS

 **EQUINIX** | **FaithConnect**

PAY TO THE ORDER OF: Third Place Team \$ 2,000.00

Two thousand and 0/100 DOLLARS

MEMO Congratulations!

0123456789 0001234567890 01234

**BYU MBA**  
MARRIOTT SCHOOL  
OF BUSINESS

**Wheatley**  
Institute  
BYU BRIGHAM YOUNG UNIVERSITY

Second Annual  
**Faith and Belief at Work**  
Case Competition

 **Interfaith  
America**

 **Wheatley  
Institute**  
BYU BRIGHAM YOUNG UNIVERSITY

  
**LYMAR**

# Awards Ceremony





# Awards Ceremony



# Awards Ceremony





# RESULTS





# Media on this Event

## PUBLISHED MEDIA

BYU MARRIOTT  
SCHOOL OF BUSINESS
Stories
☰

70k+ alumni

SCHOOL NEWS

### BYU Marriott Hosts Second Annual Faith at Work Competition

March 21, 2024

Sixteen interfaith teams of MBA students from across the country gathered in February to participate in the second annual Faith and Belief at Work Case Competition at the BYU Marriott School of Business. Participants addressed how businesses can encourage employees to bring their whole selves to the workplace.

“Research shows that work satisfaction, happiness, and drive are affected by your ability to bring your whole self to work, including spirituality,” explains Ben Williams, an MBA student from Mesa,

## MEDIA SUBMITTED/PENDING



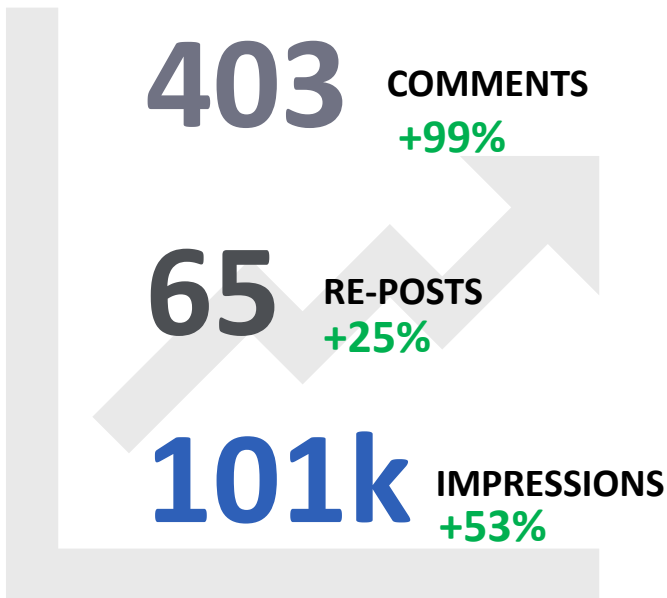
5.6M visits/month



20k email subscribers



## LinkedIn Attention



\*all increases vs 2023 Competition



Danish Noorani • 1st

MBA Business Analytics - Class of 2024, Baylor University

2mo • Edited •

This past week, I had the privilege of participating in the [Brigham Young University \(BYU\)](#) 2nd Annual Faith and Belief at Work MBA Case Competition.

This unique competition focused on the integration of faith and belief into workplace environments. Our task was to develop a strategy that showcased the importance of faith and belief in fostering a positive work culture and addressing contemporary workplace challenges. We worked tirelessly to craft a comprehensive proposal and delivered a compelling presentation to the judges.

I am immensely grateful for my exceptional teammates [Abby Lee](#), [Dillon Smith](#) and [Jackson Jaeger](#). Their dedication, collaboration, and creativity were instrumental. I also want to extend my gratitude to our faculty advisor, Dr. [Matthew Douglas](#), and Dr. Patsy Norman for their invaluable guidance and support throughout this journey.

I would like to express my sincere appreciation to [Brigham Young University Marriott School of Business](#) for hosting this enriching competition and for extending the invitation to our team. Additionally, I want to thank [Equinix](#) for providing us with valuable insights into the significance of faith and belief in the workplace.

Participating in this competition has been an incredible learning experience. We gained insights into the importance of prioritizing the well-being of frontline workers and understanding the role of faith and belief in fostering a positive work environment. Thank you to everyone involved for this opportunity to grow and challenge ourselves.

## Participants' LinkedIn Posts



Maya Jones • 1st

Founder @ 3Wise Gifts | MBA Candidate at Columbia Business School  
1mo • 🌐

Earlier this month, I participated in a Faith & Belief MBA Case Competition with my CBS colleagues and peers from 15 other MBA schools. We dove into the impact of spiritual and mental well-being on employee morale, productivity, and profitability for a CPG company. As the founder of [3Wise Gifts](#), a premium faith-based gifting company, I am grateful to participate in an opportunity that perfectly aligned with my interests.

Thank you so much to [Matt Young](#) for the invite to BYU's Faith & Belief MBA [#casecompetition!](#)

Key takeaways:

1. If the world's leading companies are prioritizing their employees spiritual well-being, individuals should prioritize it as well. (Check out the Corporate REDI Index).
2. Grounding conversations around our faith, beliefs and values may inevitably cause some disagreements but we'll form better connections if we view each other through the lens of humanity. ([Seth Cohen](#))
3. A religiously diverse workplace is no longer a nice-to-have but a must-have for business leaders. ([Harvard Business Review](#))

[#faithandwork](#) [#faithandbelief](#) [#casecompetition](#) [#mbalife](#)



with [Priyanka Javlekar](#) and 2 others



## Participant LinkedIn Post



Priya Garg • 1st

MBA Candidate '24 | Kelley School of Business | Forté Fellow | Certifi...  
2mo • Edited •

🏆 Honored to share that our team emerged victorious at the BYU Faith and Belief at Workplace case competition held at [Brigham Young University \(BYU\)](#), Provo, Utah! 🌈 Huge thanks to [BYU](#), [Equinix](#), [Interfaith America](#), [Accenture](#), and [PayPal](#) for their generous support and for championing vital conversations in our diverse workplace landscape. It was an enlightening experience to engage with industry leaders and delve into the nuances of faith and belief in the workplace.

🌟 A heartfelt shoutout to my exceptional teammates: [Rita Korkor Agyei](#), [Adedoyin Adenuga](#), and [EbunOluwa \(Ebun\) Oduntan](#) – your dedication and collaboration were instrumental in our success. 💛 Without our cohesive teamwork, the outcome could have been different. A special acknowledgment to [J. Scott Laughner](#) for his steadfast guidance and unwavering support throughout our MBA journey. 🙌 Thank you for believing in us and empowering us to reach new heights.

Heartfelt gratitude extends to all the judges and partners for the competition. Here's to fostering inclusivity and understanding in every workplace! 🌐 [#BYUFaithandBelief](#) [#casecompetition](#) [#kelleyschoolofbusiness](#) [#Teamwork](#) [#MBAJourney](#) [#InclusivityAndDiversity](#)



## Judge LinkedIn Posts – Marsie Sweetland, Account Executive @ Equinix



**Marsie Sweetland** (She/Her) • 1st

Sales Executive | Interfaith ERG Founder | Advisor | Board Mem...  
1mo • Edited •

As a judge and keynote speaker for the 2nd annual #BYUFaithandBelief at Work Case Competition, it's clear to see the impact these MBA students will have on the workplaces of tomorrow. Congratulations to the 1st place team from Indiana University: [Rita Korkor Agyei](#), [Priya Garg](#), [EbunOluwa \(Ebun\) Oduntan](#), and [Adedoyin Adenuga](#). Your case was well-documented, thorough, and insightful.

To the University of Alabama, who came in 2nd, and Oklahoma State who took 3rd, your solutions were clever, and your delivery was truly inspiring!

And to each and every MBA student from the 16 universities who participated in this event, I applaud your work and respect your innovative and creative case responses. You had wonderful ideas and presentations. I look forward to seeing you in the workplace after you graduate, and hopefully, we can work together in the faith-based ERG space.

And wow--what better way to close the event than a snow day together at Sundance!

Thank you to my company, [Equinix](#), for your continued dedication to creating an inclusive workplace. I'm proud that we supported this case competition as Platinum Sponsor in the 2023 inaugural event and returned as Lead Sponsor in 2024. Thank you to [Nick Mailey \(He/ Him\)](#), [Weslie Ricks](#), [MSHRM](#) and [Sabrina McCord](#) from the Equinix Talent Acquisition team for your partnership with Equinix's faith-based Employee Resource





## Judge LinkedIn Posts – Seth Cohen, Chief Impact Officer @ Forbes



**Seth Cohen** (He/Him) • Following

Chief Impact Officer @ Forbes

2mo • Edited •

Another week, and more leaders who inspired & educated me. I'll go first, but share your people too! [#GratitudeGang](#)

So here's the scoop. Every week I share a group of people who really made a difference and for whom I am so grateful. It's a practice, a ritual and a mission. Will you join me and be part of the ever-growing [#GratitudeGang](#)? I hope you will -- and invite others to do so as well.

Here we go!

The entire leadership team at the [BYU Marriott MBA](#) program has really inspired me, and last week I had the chance to be a judge for their [#BYUFaithandBelief](#) Case Competition. I was blown away by the MBA students from across the country, as well as the judges, partners, and sponsors that made it all happen. Congrats to the first place team from [Indiana University - Kelley School of Business: Rita Korkor Agyei, Priya Garg, EbunOluwa \(Ebun\) Oduntan, and Adedoyin Adenuga](#). These powerhouse women are true stars ✨! Kudos also to the second place team from [University of Alabama, Manderson Graduate School of Business](#), the third place team from [Spears School of Business - Oklahoma State University](#) and all of the students that competed. I also learned so much from my fellow judges [Marsie Sweetland](#) and [Sumreen Ahmad](#), and of course everyone who organized and sponsored the competition, including [Brenna Porter](#), [Coralee Choules](#), [JJ LeMoine](#), [Kalie Johnson](#), [Samantha Loveland](#), [Natalie Koon](#), [Kirsten Buer Benjamin Williams](#) [Paul Lambert](#) [Daniel Snow](#) [Matt Young](#) [Equinix Interfaith America](#) [Wheatley Institute](#) and many others.



# University LinkedIn Posts

**ATM MAYS** Mays Business School - Texas A&M University  
 38,342 followers  
 1mo • 🌐

Mays Business School students are exploring new horizons!

This month, students in our Full-Time MBA and MS Analytics programs have represented Mays in case competitions across various industries with excellence and perseverance.

👍 Dipesh Metha '25, Molly Henegar '25, Sonali Sahani '25, and Raluca Narita '25 traveled to Provo, Utah to participate in the second annual BYU Faith and Belief @ Work Case Competition. The students enjoyed representing Mays in a competition that featured MBA teams from Indiana University, University of Notre Dame, Columbia University, and Carnegie Mellon University.

👍❤️ JJ LeMoine and 163 others · 3 comments · 7 reposts



**C. Tad Brinkerhoff** · 1st  
 Assistant Dean, Tepper Masters Programs, Tepper School of Busines...  
 2mo • 🌐

Very proud of our CMU Tepper case competition team that participated in the BYU Faith and Belief at Work Case Competition. Great job Bilal, Joy, Leo and Daniel. We have amazing students at Tepper that are smart, hard working and diverse.



## Closing Comment from Marsie Sweetland

SENIOR CLIENT EXECUTIVE, EQUINIX



“The MBA students have done an incredible amount of work on a topic that is critical to our society today.

What you are learning and what you are doing in this case competition and in the workplaces of tomorrow will ripple out into society.

I thank you for accepting the invitation for this case competition. I hope this has been an opportunity to learn and I give you not only my best wishes but give you my support and encouragement to build the workplaces of tomorrow. Which as I see them, would be workplaces of mutual understanding and respect.

And in closing, I extend an invitation that when you enter the workforce and join us with this work, shoulder to shoulder, we can create a world with peace.”

## Closing Comment from Seth Cohen

CHIEF IMPACT OFFICER, FORBES



“If we ground ourselves in conversations over what our beliefs are and our values and our faith, we’ll be stronger together, we’ll come up with better solutions together. We may find points of disagreement, but we’re going to find many more points of shared humanity. That’s what you did here over the past few days.

What I really believe in is if you start talking about this now with some of the nations best business schools then I’m super optimistic that when you’re in the workforce and you’re leading these organizations, you’re becoming the wise people that others look to for advice.

At Forbes what we need on behalf of the billions of people that read us for information—we need to be able to tell them that your heads are up, they’re on a swivel, you’re seeing the challenges, the stories, the solutions and as the next generation of business leaders, entrepreneurs and creators, you’re going to make the change that we need.”



# Our Vision

## 1

### SPONSOR COMMITMENT

Verbal commitment from multiple organizations to sponsor again next year with increasing interest among many new organizations for next year



## 2

### TEAMS COMMITTED

Interest from returning and future participants - Carnegie Mellon, Duke, Baylor, Arkansas, Notre Dame, Alabama, Indiana, Boston University, Oklahoma State, Iowa State, Utah, BYU, Columbia, Pepperdine, Texas A&M, Kansas State and more



## 3

### FUTURE FOCUS

Additional focus on student training prior to case kick-off for more robust presentations

Continued partner integration to improve student & sponsor outcomes

# APPENDIX





# Closing Dinner



## Student & Judge Networking





# Closing Dinner & Keynote



# Closing Dinner & Keynote





# Sponsors & Judges



## Participants' LinkedIn Posts



**EbuOluwa (Ebu) Oduntan** • 2nd

STEM MBA Candidate at the Kelley School of Business | Fo...

1mo • Edited •

+ Follow

Drawing inspiration from the timeless wisdom of Roy T. Bennett, who famously remarked, "You never change your life until you step out of your comfort zone; change begins at the end of your comfort zone," I've held fast to these words as a guiding principle. Participating in an MBA case competition was a leap beyond my comfort zone, yet it symbolized a long-held aspiration within my MBA journey.

The theme of the competition, Faith & Belief at Work, struck a deep chord with me, resonating with my personal faith. So, I rallied together an exceptional team - [Adedoyin Adenuga](#), [Rita Korkor Agyei](#), and [Priya Garg](#) - whose passion, collaboration, and authentic synergy propelled us to win 1st place.

The insights gained from this experience, particularly regarding the impact of mental health support and spirituality-focused programs on employee well-being and business productivity, are invaluable lessons that will stay with me as I navigate my professional path.

I am incredibly grateful for this opportunity to represent [Indiana University - Kelley School of Business](#) on a national level and I would like to thank [J. Scott Laughner](#) and [Emily Stern](#) for their immense support and belief in us. Special shout out to [Andrew Lash](#) who made sure we got registered for this case competition.

I would also like to thank our host [BYU Marriott MBA](#), other participating teams and our Sponsors [Equinix](#), [Interfaith America Accenture](#) and [PayPal](#).





# BYU Athletic Facilities Tours: Football & Basketball Stadium



## Additional Resources

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Link to [Student Solutions](#)

Link to [BYU Marriott News Article](#)

Link to [Event Schedule, Speakers, Sponsors](#)

Pending – Deseret News Article, *expected May 2024*

Pending – Religious Freedom in Business Foundation Email, *expected May 2024*

[Link to HBR Article on 2023 Event](#)