

LinXsus[®] Professional

Individual Professional Mentoring



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Introduction

XCEO's LinXsus[®] Professional, our individual professional mentoring program, is designed for high-aspiration individuals with plans to achieve senior executive-level responsibilities or to serve as dedicated board members in corporate America. The professional mentoring program options are designed in order for XCEO to most effectively provide one-on-one leadership, education and development analysis and guidance. We collaborate with each individual to assure that he or she achieves an extraordinary high-level of success in his or her career.

About XCEO, Inc.

XCEO, Inc. is a unique governance and personal leadership consulting firm. We are committed to excellence and the pursuit of *Extreme Personal Leadership*[®]. We specialize in inspiration, and endeavor to inspire highly enlightened executives and high-aspiration individuals to pursue maximum personal achievement. We have a leadership team of highly trained and highly motivated colleagues who are eager to serve our clients. Excellence is our goal. We are located in the heart of Silicon Valley and we stand ready to help our clients achieve extraordinary levels of performance and success.

In today's globally competitive world, intellectual property is a key indicator of long-term success. Corporations and individuals are seeking knowledge-intensive solutions to sustain a competitive advantage. At XCEO, we offer *Professional Mentoring and Personal Leadership Development* programs, as well as *Enlightened Corporate Governance*[®] and *Board Leadership Development* programs, for high-aspiration individuals and forward-looking corporations.

Through our *Professional Mentoring and Personal Leadership* programs, we assist individuals in developing personal career and development plans to achieve senior executive-level or corporate directorship positions. We also support corporations that recognize the need for a broad array of development options for their high-potential employees being groomed for senior leadership responsibilities.

As part of XCEO's pursuit of *Enlightened Corporate Governance*[®], we have created the *Enlightened Corporate Governance*[®] *Board Performance Evaluation Program* to support boards and directors in their pursuit of excellence. Through our program, we are leading the movement past compliance, toward principled action which maximizes shareholder value. We have designed a set of 25 individual and board evaluation exercises which provide an exceptional opportunity for directors to take their boards to a higher level of effectiveness.

Leadership: The Last Frontier

At XCEO, we believe that leadership is the last bastion of competitive advantage. In fact, *Extreme Personal Leadership*[®] is fast becoming the distinguishing characteristic that will determine the future of many corporations. In this regard, we advise enlightened leaders to invest in individual and collective leadership the same way companies invest in new products and services.

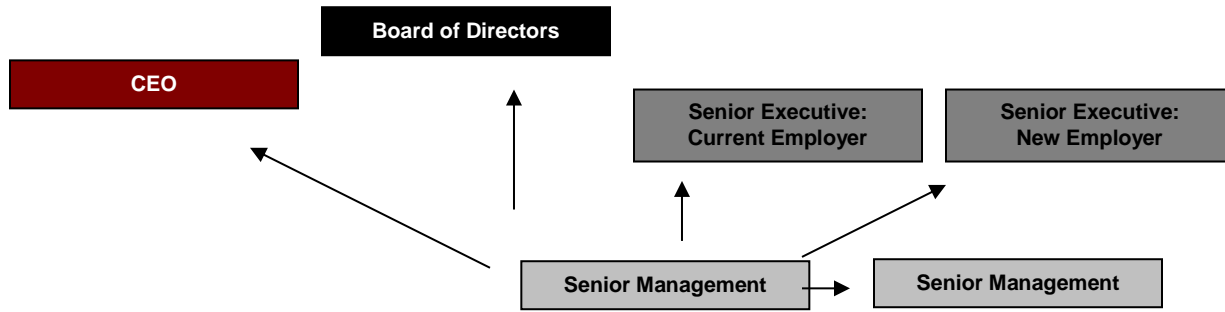
High-Aspiration Individuals Need a Professional Mentor

The professional mentoring program will help individuals earn the opportunity to accomplish great things in the corporate world. Many people know quite well that they have underdeveloped talents, but even those with enormous intellectual capacity often don't know how to leverage their talents into power and influence.



Career Objectives

We specialize in programs focused on the development of exceptional board members and senior executive officers.



The Benefits of Partnering with XCEO

At XCEO, we understand the professional needs of each client are unique. Thus, we have designed our professional mentoring program to ensure that each client is positioned to achieve a high level of success. For example:

- We offer a variety of program options designed to be flexible and convenient for our diverse clientele. The program options vary by the level of involvement by XCEO and the client, as well as the commitment term and investment.
- The program will be tailored specifically for your organization and employees based on your professional needs and their career goals. We are here to serve you. Therefore, we will adjust our program accordingly as career/program objectives evolve.
- The personal level of support you will receive is unsurpassed. The XCEO team is dedicated to providing a comprehensive mentoring experience and outstanding customer care. We engage a limited number of clients per year allowing us to provide each client maximum support. Furthermore, each program option includes an XCEO extended support term following the completion of the program should our clients need any further assistance.
- Our exclusive XPL Principles Analysis & Stakeholder Management Tools are available to assess progress and personal development. Clients will also have the opportunity to invite other individuals to participate in their career development using our online 360 degree career assessment tool.
- Clients will have access to our Enlightened Corporate Governance® Board Performance Evaluation Program exercises. These online tools will be especially effective for those clients who are current or prospective board members. The exercises are meant to provide a better understanding of current issues and challenges facing corporate boards around the world.

LinXsus Professional Pricing

The LinXsus® Professional offering is designed to support you in your efforts to reach your goals. The structured program lasts one year, followed by an additional year of XCEO support (called the extended support term). Sessions are held twice a month and are scheduled for one hour and fifteen minutes. The XCEO team is flexible and dates, scheduling and subject matter are determined with you to effectively advance your program.

LinXsus® Professional	
Price	\$50,000.00
Program Length	12 months
Mentoring Sessions	
Total Sessions	25
Total In-Person Sessions (Minimum)	2
Length of Sessions	75 minutes
Frequency of Sessions	Semi-monthly
Extended Support Term	12 months
XPL Principles Analysis & Stakeholder Management Tools* Director & Board Evaluation Exercises**	

*Please see the Program Content Summary for more details regarding the online tools.

**The Director & Board Evaluation Exercises were designed for board use (no fewer than five directors), however, LinXsus® Professional Mentoring clients will be able to use some of the tools on an as-needed basis.



Program Content Summary

The LinXsus® Individual Professional Mentoring Program is enhanced by our exclusive program content and can be completely customized (See XCEO Modules). Please see the table below for a description of the tools provided.

Program Tools	Description
Professional Mentoring Sessions	Following the selection of program modules based on the clients professional objectives, a mentoring session schedule will be developed and will be defined by the program the client is enrolled in.
XCEO Publications	Clients receive a copy of <i>Corporate Rise: The X Principles of Extreme Personal Leadership</i> and a copy of <i>Compliance & Conviction: The Evolution of Enlightened Corporate Governance®</i> .
XPL Principles Analysis™ & Stakeholder Support Analysis™	Clients receive access to the online XPL Principles Analysis and XPL Stakeholder Support Analysis. These exercises will allow clients to evaluate their current leadership track and their personal stakeholder support level. The results of these assessments are immediately provided in a summary report that includes development suggestions and feedback.
360° Feedback Exercises	Clients receive access to the online 360° Feedback Exercise. Each exercise will allow clients to invite individuals to evaluate their level of leadership performance and stakeholder support.
Individual Director Performance Profile™ (IDP) & IDP 360° Exercise	Clients receive access to the online IDP and IDP 360° Exercises. The IDP exercise will allow them to evaluate their current or future performance as a corporate board member. The results of the individual IDP exercises will be immediately provided. The IDP 360° Exercise allows them to invite other colleagues to participate in their performance evaluation.
Enlightened Corporate Governance® (ECG)	Clients have access to the ECG exercise, which will allow them to evaluate their current board performance (for current board members) or future board performance (for prospective board members). The results of the ECG exercises will be immediately provided.
Personal Development Plan	Clients will be provided with an outline and encouraged to develop a 45-day action-oriented XPL Micro-Career Plan and a 90-day strategic personal development plan.
XCEO Board Profile	Clients will construct an XCEO Board Profile that will allow for the evaluation of their career progression and provide discussion topics for their mentoring sessions and positioning efforts.

XCEO Modules

XCEO has developed this list of modules to allow clients to customize our professional development programs based on their needs.

Executive Leadership Modules

1) Why Focus on Leadership?

Discover a new perspective for gaining a long-term competitive advantage in your industry.

2) What is Leadership?

Identify and compare several definitions of leadership and how it is perceived in the business world.

3) What is Extreme Personal Leadership?

Discover why Dr. Crawford coined the term *Extreme Personal Leadership*[®] and what it means to be an X-Leader.

4) The X Principles of Extreme Personal Leadership

Examine the X-Leadership principles developed by Dr. Crawford in *Corporate Rise*.

5) Enhance Your Career Velocity

Discover why speed is a critical factor when assessing career potential and likely success.

6) Audacious Expectations

Have ambitious expectations. Learn why X-Leaders expect what they get (because they always expect excellence).

7) Building the Foundation

Preparation is the key to success. Understand the importance of becoming a student of your organization.

8) Job Performance

Don't wait for your employer to discover your talent. Successfully differentiate yourself from your competitors.

9) Effective Leadership

Differentiate between leading and managing, understanding there is a difference.

10) Attitude

Recognize how attitude inside and outside the workplace affects individual performance and corporate rise.

11) Extreme Personal Leadership Career Plan

Develop a 45-day career action plan. Construct a 90-day strategic personal development plan.



12) Teamwork Makes the Dream Work

Leadership without teamwork is a myth. Understand why leadership and teamwork are inextricably linked.

13) Earning Delegation

Recognize the difference between earning more responsibility and being dumped upon.

14) Job-Hop Effectively

Learn how effective job-hopping positions you for further career advancement opportunities.

Board Positioning Modules

15) Leverage Your Personal Brand

Who are you and what do you stand for? Develop strategies to turn yourself into a coveted jewel.

16) Networking

Who knows you is more important than who you know. Develop more effective networking strategies.

17) Stakeholder Management

Identify the components of your Stakeholder Support System by performing a Stakeholder Support Analysis.

18) Modeling

Develop great leadership skills to set an example as a director for your entire company to value.

19) Potential Pitfalls

Understand the potential pitfalls of aggressively pursuing board service.

20) Extreme Personal Leadership Assessment

Assess your leadership attributes on the XPL Principles Analysis.

21) Alignment

Understand why complete alignment within an organization can lead to an unhealthy environment.

22) Enlightened Corporate Governance®

Recognize that principled leadership requires action beyond obligation to earn shareowner value.

23) Board/Director Succession Planning

Discover the process of succession planning and the steps you need to take to get into "the book."

24) Executive Compensation

How much are individual contributions worth? Linking pay to performance.

25) Evaluating Board & Director Performance

Using the Enlightened Corporate Governance® (ECG) Director & Board Evaluation Exercises, learn the importance of evaluating board and director performance.



Curtis J. Crawford, Ph.D.

President & CEO

Dr. Crawford is Founder and CEO of XCEO, Inc. He is the author of *Corporate Rise: The X Principles of Extreme Personal Leadership, Compliance & Conviction: The Evolution of Enlightened Corporate Governance* and his latest title, *Manager's Guide to Mentoring*.

Dr. Crawford currently serves on the Board of The Chemours Company, Xylem Corp, and ON Semiconductor. Also, he is a Trustee of DePaul University. He previously served on the Board of Directors of ITT Corp, Agilysys, Lyondell Petrochemical and The Sisters of Mercy Health Corporation.

He has served as Chairman of the Board of ON Semiconductor; Chairman, President and CEO of Zilog; President, CEO and Director of Onix Microsystems, and Chairman of the Board of ISTAT. Dr. Crawford also serves as a special advisor to several start-up companies.

He began his career as a systems engineer at IBM. During 15 years, he held a variety of executive positions including Vice President of Marketing. During a ten-year tenure, Dr. Crawford was Group President of the Microelectronics Group and President of the Intellectual Property division of AT&T and Lucent Technologies.

Dr. Crawford earned his BA in Business Administration and Computer Sciences and a MA degree from Governors State University. He earned his MBA from the Charles H. Kellstadt Graduate School of Business at DePaul University, and a Doctor of Philosophy degree in Organization and Management from Capella University. In addition, Dr. Crawford has been awarded two honorary doctorate degrees one from Governors State University, and the other from DePaul University.

In 2011, Dr. Crawford was awarded the B. Kenneth West Lifetime Achievement Award from the National Association of Corporate Directors (NACD) for his contribution to corporate governance and for having made a meaningful impact in the boardroom.

Michelle Ronco, MBA

Chief Marketing Officer

Ms. Ronco is the Chief Marketing Officer at XCEO, Inc. In this role she oversees all marketing, public relations and advertising in addition to working with the sales team to support its efforts by providing innovative and exciting campaigns, material and program content for all individual director and board clients. Specifically, Ms. Ronco is responsible for the continuing development, oversight and execution of XCEO's board succession, board effectiveness, director support services and BoardPortal PLUS™ offerings. Finally, Ms. Ronco is a principal in serving clients by delivering world-class consultative services, products and training.

Since 2003, she has participated in many facets of the XCEO organization including idea creation, research, sales and marketing. Michelle is frequently sought out regarding board portals by leading governance advocates and groups, as well as influential board governance publications such as Board Secretary.

Previously, Ms. Ronco was the Program Director of Corporate Governance & Board Leadership Development, leading the development and release of XCEO's online Extreme Personal Leadership Tools. Ms. Ronco also designed and created XCEO's Enlightened Corporate Governance Board & Director Evaluation Program intended for use in corporate boardrooms around the globe. Ms. Ronco is a member of XCEO's executive team in addition to being the principal publisher of the books Corporate Rise and Compliance & Conviction.

Prior to joining the XCEO team, Ms. Ronco worked for Morgan Stanley as a Financial Advisor and was Assistant Web Master for Santa Clara University's Leavey School of Business website.

Michelle earned her MBA with an emphasis on Finance and International Business from Santa Clara University in Santa Clara, California. She also holds a Bachelor of Science in Commerce (BSC) in Economics and Operations and Management Information Systems from Santa Clara University. She previously served on the board of directors of the Mexican American Community Services Agency (MACSA).

Mary Pat Kelsey, BBA

Regional Director, Board Governance and Personal Leadership

Mary Pat Kelsey serves as Regional Director, Board Governance and Personal Leadership for XCEO, Inc. Prior to joining XCEO, Ms. Kelsey served in sales, management and marketing positions for leading companies in the Chicago land area. She has worked in various industries, including insurance, professional development and recruitment. In her previous positions, Ms. Kelsey was instrumental in creating marketing strategies and training programs for insurance agents throughout Illinois and the Midwest. She conducted research on insurance products and developed product information programs used for educating consumers. Ms. Kelsey also led a team that administered employee benefits for top companies throughout the Midwest. As Business Development Manager for a leading professional development and recruitment firm, Ms. Kelsey developed and implemented all sales and marketing plans throughout the states of Illinois and Texas. Ms. Kelsey has worked with upper level executives of Fortune 500 companies in both benefit planning and recruitment for key executives.

Ms. Kelsey earned her BBA with a specialization in Marketing from Loyola University of Chicago.

Richard White, BA

Sales Account Manager

Richard White serves as a Sales Account Manager for XCEO. Rich brings a wealth of professional experience, selling solutions in the advertising and educational markets as well as for Fortune 1000 companies. For several decades, Rich has worked as an innovative sales-focused professional, attaining skills to drive business growth, build lasting relationships, capitalize on new revenue potential and manage all aspects of daily business operations. Rich has experience with start-up opportunities, new product launches and he has the ability to uncover untapped revenue opportunity for leading companies. He is genuinely committed to helping his clients overcome challenges which has enabled him to envision the "big picture" for many clients.

Rich earned a BA from Wheaton College majoring in Liberal Arts and minoring in Psychology.

Michael A. Dobmeier

Chief Technology Officer

As Chief Technology Officer at XCEO Michael Dobmeier oversees global software development, quality assurance, security, infrastructure and product management. Michael has worked in the technology field for the past three



decades with a focus on system architecture, enterprise applications, process development, data management, client relations and program management.

Prior to joining XCEO Michael held management positions at Philips Semiconductor, LSI Inc., VLSI and CashEdge. In the 1980's he also served in the United States Marine Corps as an Asset Management Manager. During this enlistment he managed the Marine assets for the Marine Corps Security Force Battalion, 5 USMC Companies and 13 US Naval ships which included several air craft carriers.

Neemesh Shah, BA

Governance Research and Data Analyst

As Governance Research and Data Analyst, Neemesh Shah's role is to manage and analyze XCEO's unique data so it can be strategically and creatively implemented with XCEO products and services to best serve clients. Mr. Shah contributes to the XCEO Newsletter, XCEO INK, as well as mines and generates proprietary data for XCEO clients, associates and the sales and marketing teams. In addition to these critical functions, he assists Dr. Curtis J. Crawford with research for his forthcoming board governance book.

Prior to joining XCEO, Mr. Shah completed his Bachelor of Arts degree in Business Studies from California State University, Hayward in 2006. While completing his degree, Mr. Shah attained first-class customer relations skills providing support to premium and luxury season ticket holders for the Golden State Warriors. Mr. Shah also previously executed Quality Assurance testing while working for the SanDisk Corporation as a team member of the Audio and Video Group.

Mr. Shah is versatile, creative, and energetic with over 10 years of experience serving diverse roles in customer service and technology.

Raelene De Santiago

Administrative Assistant - Customer Support

As the Administrative Assistant, Customer Support at XCEO, Ms. De Santiago performs administrative duties to support the XCEO Sales & Marketing teams. She also manages the office, facilitates scheduling and coordination and acts as a liaison between the XCEO team, clients and associates. In addition, Ms. De Santiago is Dr. Crawford's assistant, supporting his board work, scheduling and communication.

Prior to joining XCEO, Ms. De Santiago worked for more than 23 years for companies in the home building, real estate development and education industries. Her previous positions involved various administrative and support duties. Ms. De Santiago has a strong desire to excel and make a positive impact on every individual she encounters.



Contact Us

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