



connect.org | tbraquet@connect.org | (831) 600-5260  
1100 Market St. Suite 441, San Diego, CA 92101



building the next generation of  
diverse innovation leaders

**PURPOSE:** For 35 years Connect has been an innovation instigator cultivating San Diego's life science and tech communities. Connect's team and trusted advisors have done what seemed impossible years ago: helping startups raise over \$9B in 2021, reaching a new record high for venture capital dollars invested in the region. As we continue to build on our previous success, our priority remains advocating for diverse talent across the

region to ultimately ensure we're propelling our community forward. As with any big dream and endeavor, it must start with a strategic first step. For Connect, this is the launch of XEO.

## THE XEO PROGRAM

The XEO program runs every other week for 4 months with a hybrid model of in-person and virtual experiences, including site visits to innovation companies throughout the region along with access to our organization's networking and innovation events.

## THE XEO OBJECTIVE

Diversity in the innovation economy needs to happen at all levels, and we all know that cross-functional know-how coupled with a strong professional network can help talent soar while contributing to the company's bottom line. This program is designed to provide these key tools to individuals that you want to retain, grow and contribute to your company's success now and in the future.

## WHO IS THE XEO PROGRAM DESIGNED FOR?

- Mid-level managers from across business functions.
- Emerging leaders from underrepresented backgrounds.
- High performers looking to further develop their leadership skills.

## PROGRAM HIGHLIGHTS

- Real learning from insights directly shared by CEOs across multiple subject areas & site visits around San Diego for a firsthand glimpse into our region's innovation.
- Tapping into Connect's expansive 30+ year network including C-suite individuals from growing, cutting-edge technology and life science companies.
- Experience campuses across various industries, including Therapeutics, Genomics, SaaS. Cross-industry exposure will help participants bring back solutions from new experiences.
- An opportunity to build the personal and professional networks of talented diverse employees. Meaningful connections in the workplace encourage professional support, career growth, and strong mentorships.

## BENEFITS & PROGRAM OUTCOMES

- Cross-functional perspective that will help them contribute to the design and execution of solutions in their company.
- An understanding of the issues, impacts, and implications that will influence the future of the innovation ecosystem five, ten, and thirty years from now.
- Access to leaders that are driving the future of the San Diego innovation economy.
- Develop the tools to build a growth mindset.
- An expanded network of trusted peers, mentors, and allies - beyond an employee's individual organization and across the innovation ecosystem.
- Practice harnessing the value of diversity and translating that value to the workplace.

## SCHEDULE

Connect's **XEO** sessions are held every other week on Thursday, alternating sessions in the morning and mid-afternoon. The sessions are held over a four-month period.

## TOPICS AND DATES

**Session 1:** Welcome XEO Class of 2024 & Goal Setting

**Session 2:** Applying Design Thinking to your Life

**Session 3:** Get out of your comfort zone! Building a Growth Mindset

**Session 4:** Understanding Cross-Functional Perspectives to Harness Your Leadership Potential

**Session 5:** Exploring Global Innovation & Diversity Locally

**Session 6:** Building Generational Wealth in Innovation

**Session 7:** Let's celebrate YOU and the completion of this transformative journey

*\*all dates subject to change*

## THE SESSIONS

Each session features leading experts and innovation leaders. Sessions include interactive fireside chats, facilitated dialogues, site visits, and networking opportunities. Due to the experiential nature of **XEO**, some sessions will require participants to engage in light to moderate walking.

## TOPICS INCLUDE

- Financial literacy and the understanding of the venture world
- Adapting a growth mindset
- The future of the innovation economy
- Expanding the potential of our Binational Region through the World Design Designation
- Diversity in life sciences & innovation
- Technology
- Operations
- Development (technical, product, etc)

## **TUITION**

**XEO Total cost:** \$3,000 per participant

**Connect Annual Sponsor cost:** \$2,000 per participant

**Payment due:** prior to program start

**Terms:** Tuition is non-refundable

## **PAYMENT**

Please provide the name of the payer and email address so our team can contact them with the appropriate steps for payment.

## **XEO ALUMNI**

The Graduation Ceremony and initiation into the XEO Alumni group will occur once the program has been completed. At this time, the XEO Alumni will also partake in our social contract, the Alumni Commitment, which is designed to keep our alumni engaged with each other, and encourage and foster a sense of community and support for years to come.

You are the future of XEO!

- Mentors for our Cool Companies (post-program XEO)
- Mentors for the future cohort of XEO leaders
- Host Alumni events
- Alumni will get access to a digital platform to interact with one another
- Nominators from the participant's company are invited to attend the graduation