



**Extreme Personal Leadership®**

LinXsus® Pro Talent Management Platform™

**Getting “Ready”  
to Lead**


**BASEdna®**  
data  
network  
analysis

# About XCEO, Inc.

XCEO, Inc. partners with individuals and organizations to align effective personal leadership development, with an engaging talent management program. Our LinXsus® Pro Talent Management Platform™ is designed to help organizations streamline and accelerate development of their internal leadership team, and enhance their external talent recruiting. The results of this robust succession planning process are higher talent retention, and an inventory of "Ready Leaders."

We deliver a comprehensive set of automated performance tools and services designed to catalog and calibrate the organization's leadership qualifications. Our Business Attributes, Skills and Experiences (BASEdna®) Assessment, along with our Enlightened Corporate Governance® offerings are integrated into the experience. All solutions are delivered via our secure and confidential board portal, \*BoardPortal PLUS® Connect, for increased efficiency, communication, and collaboration.

Founded in 2003, XCEO serves clients ranging from Silicon-Valley start-ups, to Fortune 500 companies.



\* XCEO Board collaboration platform services are provided by BoardPortal PLUS® LLC)

[www.xceo.net](http://www.xceo.net)

1-408-855-0000



## **Dr. Curtis J. Crawford**

Dr. Crawford currently serves on the Board of Directors of The Chemours Company (CC, NYSE). In 2020, He retired from the Xylem Inc. (XYL, NYSE) and ON Semiconductor (ON, NASDAQ) Boards. Previously, he served on the Board of Directors of E.I. DuPont de Nemours and Company (DD, NYSE), ITT Corporation (ITT, NYSE), Agilysys Inc. (AGYS, NASDAQ), Lyondell Petrochemical Company (LYB, NYSE) and The Sisters of Mercy Health Corporation. He also served as a trustee of DePaul University.

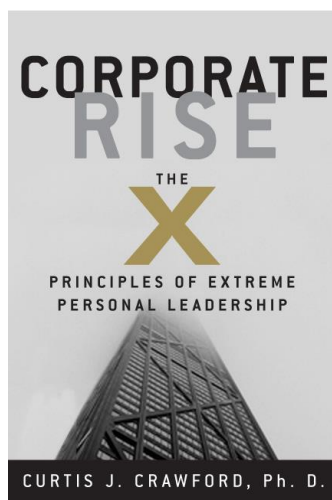
In 2011, Dr. Crawford was awarded the B. Kenneth West Lifetime Achievement Award from the National Association of Corporate Directors (NACD), for his contribution to corporate governance, and for his meaningful impact in the boardroom. In 2016, he was inducted into the Consumer Electronics Hall of Fame as a Distinguished Digital High Definition Television (HDTV) Grand Alliance Leader.



# Extreme Personal Leadership® (XPL)

The XPL Principles Analysis are integrated into the LinXsus® Pro Talent Management Platform™, in order to accurately assess an individual's aptitude in relation to the 11 principles presented in Dr. Curtis J. Crawford's book, *Corporate Rise: The X Principles of Extreme Personal Leadership*.

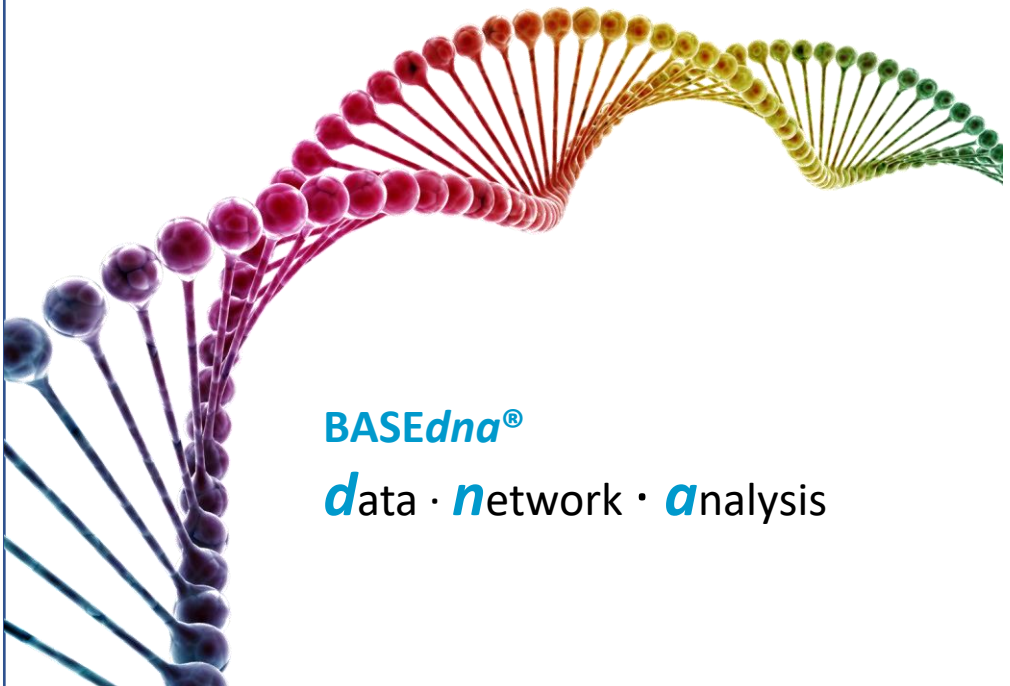
Following the principles contained in this book will help individuals develop the skills, behaviors, and attitudes necessary to accelerate their progress to the top of the business world. Thus, the purpose of this analysis is to give individuals a better understanding of their career performance in light of these principles. Additionally, the analysis provides an output summary, and more importantly, outlines ways to immediately improve their career, by offering development recommendations.



# Personal Leadership and Stakeholder Support Analysis

## *What is Extreme Personal Leadership®?*

- Discover why Dr. Crawford coined the term Extreme Personal Leadership® and what it means to be an "X-Leader".
- Personal Leadership "Readiness" encourages individuals to thoughtfully calibrate and catalog their professional dna, in order to maximize their contributions to the success of the organization.
- Provides insight to each individual on the importance in gaining stakeholder support, and accelerating their personal career advancement.




**BASEdna®**

**d**ata · **n**etwork · **a**nalysis

# LinXsus® Professional

An additional service in connection with the Extreme Personal Leadership® (XPL) Principles Analysis that XCEO provides, is an individual professional mentoring program, which is designed for high-potential and high-aspiration individuals, with a desire to earn senior executive-level responsibilities, or to serve as boardroom leaders.

The LinXsus® Professional mentoring program options are designed to provide one-on-one leadership development and guidance. We collaborate with each individual client, to ensure that he or she achieves an extraordinary high-level of career success.



Given the current climate, executives are under immense pressure and scrutiny. In general, the support network for executives and CEOs is severely limited and inadequate. Knowledge and engagement provide the power to influence outcomes in today's organizations. Therefore, executive leaders cannot afford complacency. There is constant demand for executives to remain current on all organization and industry performance and trends to be effective. We can be *the* difference in your leadership team.

