

**ONSITE LAUNCH: Sample Program Agenda**  
**MIT Sloan, Cambridge, Massachusetts**

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**DAY 1**  
**March 18, 2024**  
**9:00 AM – 8:00 PM**

**WELCOME & INTRODUCTIONS**

**MODULE 1: TABLE SETTING**

Why we are here: Problems & Opportunities, Team Goals and Intended Outcomes, Story Sharing.

*Kate Isaacs and Tom Giordano*

**MODULE 2: THE FUTURE OF WORK**

How work is changing? What are key technological and generational trends? What do employers and employees need and want?

*MIT Faculty*

**LUNCH**

**MODULE 3: DISCOVERING THE STORY OF YOUR PLACE**

What is the history and the unique story of your community? How can you tell your Story of Place and bring stakeholders together to create an inclusive future?

*Honored Guest John Rice, First Nations Ojibwa Elder Knowledge Keeper*

**BREAK**

**DINNER AND KEYNOTE ADDRESS**

*Alejandra Castillo, Assistant Secretary of Commerce for Economic Development\**

\*Invited Speaker

## **DAY 2**

**March 19, 2024**

**9:00 AM – 5:00 PM**

### **REFLECTION AND LEARNING CIRCLE**

#### **MODULE 1: FROM INTENTION TO IMPACT: DIVERSITY, EQUITY, INCLUSION, & BELONGING IN COMPANIES**

A 7-stage guide and a 3-L model of Listening, Learning, and Loving for leaders and people at all levels to create more inclusive environments that honor and value diversity

*Malia Lazu, MIT*

#### **MODULE 2: COMMUNITY ENGAGEMENT & CIVIC DESIGN**

Building beloved, just & equitable communities

*MIT Faculty*

### **LUNCH**

#### **MODULE 3: FIELD TRIP AND TOUR**

MIT Kendall Square: Applying your insights in the most “innovative square mile on the planet”

#### **MODULE 4: ESG & LOCAL INVESTING**

How the landscape of ESG is changing and what to do about it. Linking place-based talent development and community resilience to enterprise strategy and risk management.

*Jason Jay, MIT*

### **DINNER ON YOUR OWN**

## **DAY 3**

**March 20, 2024**

**8:30 AM – 12:30 PM**

### **REFLECTION AND LEARNING CIRCLE**

#### **MODULE 1: YOUR REGIONAL INNOVATION ECOSYSTEM**

Frameworks and examples for creating your unique regional innovation ecosystem.

*Phil Budden, MIT*

#### **MODULE 2: NEXT GEN & SOCIALLY DIRECTED STEM**

Collective impact systems change initiatives to understand, and shape technologically-driven societal impact towards more just, ethical, and sustainable outcomes.

*MIT Faculty*

### **NEXT STEPS AND WRAPUP**

## Sample Virtual Program Agenda

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All virtual sessions are two hours, spaced one to two weeks apart. Participants will complete prework in advance of each session.

### **VIRTUAL 1: DEFINING YOUR GOALS AROUND BUSINESS & COMMUNITY DEMAND**

**March 28, 2024, 11 AM – 1 PM EST**

What is the problem you want to solve? What outcome do you want to achieve? What data do you need to support your strategic story and your goals? What are effective and efficient programs that you can learn from?

*Guest presenters: Francesca Ioffreda, CEO guest*

### **VIRTUAL 2: REFINING YOUR GOALS & ENGAGING STAKEHOLDERS**

**April 11, 2024, 11 AM – 1 PM EST**

Stakeholder map, SWOT analysis, DEI-B plan, policy primer. Answering the question: What does success look like? Early metrics for measuring success.

*Guest presenter: Jen Benson, CEO guest*

### **VIRTUAL 3: FUNDING YOUR VISION**

**April 25, 2024, 11 AM – 1 PM EST**

Developing a strategy and achievable goals for pursuing funding and/or policy change with state and federal governments and private philanthropy.

*Guest presenter: Bruce Katz*

### **VIRTUAL 4: MEASURING RESULTS**

**May 2, 2024, 11 AM – 1 PM EST**

Define the business and community ROI of your project. Learn methods for outcome and impact measurement.

*Guest presenters: Government and foundation funders*

### **VIRTUAL 5: PERSONAL DIMENSIONS OF LEADING CHANGE**

**May 16, 2024, 11 AM – 1 PM EST**

More than ever, leaders are asked to show up with authenticity, transparency, and personal commitment. Learn and practice simple frameworks that will help you build stakeholder trust and lead with power in community spaces where you don't have formal authority.

*CEO panel*

### **VIRTUAL 6: TELLING YOUR STORY**

**May 30, 2024, 11 AM – 1 PM EST**

Practice your elevator pitch and get peer feedback on your strategy and your storytelling approach.

*MIT faculty presenter: Shira Springer, MIT*

*CEO guest*

## **ONSITE INTEGRATION, CELEBRATION, & SUSTAINING MOMENTUM: Sample Program Agenda MIT Sloan Campus, Cambridge, Massachusetts**

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### **June 10, 9 AM to June 11, 12 PM**

Participants will share their progress, engage in peer coaching, receive feedback from faculty and coaches, and celebrate their successes. They will create and receive feedback on a plan to sustain momentum after program completion.

Participants will be rejoined by faculty from the onsite launch. Sponsoring CEOs from participant organizations will join in person or virtually to hear progress updates and share their impressions and reflections.