

February 26, 2025

Dear Attendees,

It is our great pleasure to welcome you to the 2025 GrowFL Florida Companies to Watch Leadership Institute, where we celebrate not just your success today, but the lasting legacy you are building for tomorrow. This year's theme, Leadership in the Loop: Building Your Lasting Legacy, speaks to the ongoing journey of leadership—one that evolves, strengthens, and leaves an enduring impact on your business, your people, and your community.

As leaders of second-stage companies, you stand at a unique crossroads. You've built something remarkable, and now the question becomes: How do you ensure its lasting influence? Over the next two days, you will engage with some of the brightest entrepreneurial minds, uncover strategies to sustain long-term growth, and forge relationships with fellow business leaders who share your drive and vision.

Inside resource packet, you will find insights from GrowFL Trusted Advisors, carefully curated to support your journey. This collection of expertise—ranging from leadership development to financial strategy and beyond—offers actionable guidance to help you navigate the complexities of growth while strengthening your role as a leader. Additionally, the Directory of GrowFL Trusted Advisors is included as a resource, connecting you to professionals dedicated to supporting your continued success.

Above all, this event is about you—the visionaries who have turned challenges into opportunities, who have scaled with intention, and who are shaping the future of Florida's economy.

We encourage you to lean into every conversation, challenge your thinking, and take away insights that will shape your next steps. Together, let's build legacies that stand the test of time.

Warmest regards,

*Pete Previte*

Pete Previte  
GrowFL Board of Directors Chair

*Gwen Griggs*

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Leadership Institute Committee Chair  
2019 GrowFL Florida Companies to Watch Honoree



The **GrowFL Florida Companies to Watch Leadership Institute** was created to equip second-stage business leaders with essential leadership skills, strategic insights, and valuable connections. Designed exclusively for honorees of the **GrowFL Florida Companies to Watch** program, the Leadership Institute fosters growth, innovation, and long-term success.

#### **Origins and Vision:**

Established as an extension of the **GrowFL Florida Companies to Watch** program in 2017, the Leadership Institute addresses the need for structured leadership development among honorees. It provides an interactive learning experience tailored to the challenges of second-stage businesses.

#### **Program Development and Growth:**

The Leadership Institute has grown into a key component of the honoree experience, bringing **together past and current honorees** to share insights and best practices. The program focuses on **strategy, company culture, innovation, and sustainable growth**, offering workshops, keynote speeches, and panel discussions on topics such as **scaling operations, financial strategy, talent retention, and market expansion**.

#### **Impact and Legacy:**

The Leadership Institute has significantly influenced Florida's entrepreneurial landscape. Hundreds of second-stage business leaders have participated, gaining actionable insights and lasting professional connections. Many past honorees return as mentors and speakers, reinforcing a cycle of leadership and knowledge-sharing.

By fostering innovation and strengthening Florida's entrepreneurial ecosystem, the Leadership Institute ensures that the impact of **GrowFL Florida Companies to Watch** extends beyond the awards ceremony. As it looks to the future, it remains committed to empowering entrepreneurs and driving economic growth across the state.