

*Are you on track to be a President, CEO, or the next Commissioner? Would you like to gain perspective and skills to be a better partner for your Governor/Investors, CEO or Commissioner? Would you thrive in an environment designed to refine your leadership skills, test your aptitude for leading at the highest levels, and grow your sphere of influence - to grow the impact of your organization? If so, apply for cohort 2 of the C-Suite Circle to refine your impact and influence.*

### OBJECTIVE

We believe professional sports' next generation of top leaders and problem-solvers greatly benefit from the opportunity to refine and hone their leadership skills while building relationships across professional disciplines, geography, and structures from which they come (team, league, union, venue, retired player).

The C-Suite Circle is designed to create a safe space for top leaders to discuss challenges faced on their journey from success to significance. Each C-Suite Circle participant will engage with one another through experiential learning and informed dialogue, building trust based on shared insights and mutual respect.

### OUTCOMES

By offering a safe, collaborative, think space for Pro Sports Assembly members (VP+ role), the C-Suite Circle connects the participant's work to generate a lasting impact on professional sports. By gaining perspective, refining leadership skills, and building new avenues of communication, the top pro sports leaders will be more connected, accountable, engaged, and catalyzed in stewarding the industry forward. The cohort will collaborate after each session to produce their Case Study, which will be presented as part of their Capstone project.

### PARTICIPATION

PRO Members with a **minimum of five years of Vice President-level experience** are invited to apply for Cohort 2. Each cohort will be comprised of *no more than 20 individuals* representing a range of professional disciplines and personal attributes including gender, geography, race, religion, national origin, sexual orientation, disability, ideology and political persuasion. Questions on the application help ensure the cohort honors the commitment of PRO to include leaders with a cross-section of experiences, expertise and ideologies.

For example, a question around political persuasion is asked so that the cohort expects to learn from those who may have a different perspective, and can work to find common ground on important issues or policies to make incremental progress - or explore how to have similar conversations with an owner who may have different political persuasions. Also, a statement of support from the applicant's direct supervisor acknowledging the capacity to participate and the resources for travel is helpful.

**- APPLICATIONS ARE OPEN THROUGH MARCH 22, 2024 -**

**COHORT AND ADVISOR MEETING SCHEDULE**

60 min discussion with the Cohort Advisors, 30 min with the cohort for Case Study work = 90 min per month for the virtual sessions. (*\*while these are confirmed, please understand that the date, time and leaders are subject to change*)

- **April 10, 2024**, 3pm ET (30min) - Meet your Cohort
- **April 17, 2024**, 3pm ET - Nic Barlage, Rock Entertainment Group CEO
- **May 15, 2024**, 3pm ET - Xavier Gutierrez, Arizona Coyotes CEO
- **\*June 5-7, 2024** - in-person at [The Assembly](#)
- **July 17, 2024**, 3pm ET - Kevin Warren, Chicago Bears CEO + Chris Granger, OVG360 President
- **August 21, 2024**, 3pm ET - Mel Raines, Pacers Sports & Entertainment CEO + Kevin Demoff, LA Rams COO
- **September 18, 2024**, 3pm ET - Mollie Marcoux Samaan, LPGA Commissioner
- **October 16, 2024**, 3pm ET - Jessica Berman, NWSL Commissioner
- **\*November 23, 2024** - in-person Capstone Presentation at NWSL Championship

**ROLE OF COHORT ADVISORS**

Share practical experience and expertise to help the cohort gain real-world perspectives and insights for their Capstone Project.

**ROLE OF COHORT GUIDES**

Provide a steady hand for the Cohort, connect the dots from Cohort Advisor meetings, translate across sport/discipline, and help/ask any follow-up questions that may provide additional depth of understanding.

- Ami Galani
- Rob Kaplan
- Michele Roberts

**COHORT ASSIGNMENT**

The Cohort will be assigned a hypothetical crisis de jour. (i.e. your team owner is being forced to sell, a natural disaster has struck your city.) Your Cohort will create a Business in Crisis Continuity Plan. The framework should account for organizational maturity (i.e. challenger league vs established) and processes to support continued business operations for any US-based professional sport organization. Take the opportunity to explore your ideas with the Advisors during each monthly session - they are there to help you identify critical business processes and the necessary resources to support your plan. Then, employ a range of capabilities to support your Business Continuity Plan using methodologies that follow industry guidelines and standards - or identify guidelines and standards to be established - to yield a valuable tool. Finally, you will deliver and present the plan as your Capstone project at the NWSL Championship 2024. The final deliverable should be focused on standing up the structure of a plan, so it is plug and play for any league/team/union Including, but not limited to the following elements:

- Key Leadership/Staff Roles
- Crisis & Risk Management
- Communication Plan
- Disaster Recovery

**CASE STUDY: BUSINESS IN CRISIS CONTINUITY PLAN**

While risk is a fact of life for any business, there are times when even those who have learned to expect the unexpected can be taken by surprise. Few professional sports organizations have developed a comprehensive approach to business resilience that demonstrates, with the right plans, processes and people in place, it is possible to be ready for anything.

Business continuity can be affected by many different situations. From natural disasters to cybersecurity incidents, civil unrest to turbulent financial markets—not to mention a forced sell or unexpected health and humanitarian events such as the global pandemic—top executives are under pressure to minimize disruption and safeguard their business.

While each professional sports organization leadership team has experience managing disruption, each is equipped with different skills, systems and tools for preparedness. With a lack of industry standards, navigating such disruptions can be compounded by rapidly changing complexities and mounting costs.

But it's not all about operational preparation. It's also about how disruptions change the way we lead, manage and deliver services, internally and externally, to counter shockwaves of change. And, it's about discerning how the best leaders invest their time, talent, and technologies to enable a workforce to be flexible and ready to make the impossible, possible.

Any business is only as resilient as its weakest link. With a robust business continuity plan embedded across each team, league, union and venue, professional sports organizations can not only continue to serve fans but also work with employees and partners to confidently face crises, understand their personal ability to contribute at a high level and demonstrate proactive organizational leadership.

During each Advisor Meeting, the Cohort has the opportunity to explore various perspectives of the practitioners to aid in the development of their "Business in Crisis Continuity Plan." The Cohort will be challenged to be agile and adapt a robust plan, one that validates a baseline and recalibrates so that any PRO leader can be prepared for whatever comes their way. Consider that most business resilience programs are supported by policies, methods aligned to industry standards (which may not yet exist in professional sports), and practices so leaders can grow and evolve their capabilities relevant to change management.

**RULES OF ENGAGEMENT**

PRO expects and encourages participants to challenge one another's ideas respectfully in conjunction with our commitment toward engaging a multitude of perspectives. However, expressing hate or intolerance toward others based on their particular ideas or identities will not be tolerated. Participants are also expected to share constructive feedback throughout the process to improve the experience and outcomes for future meetings and cohorts.

**FORMAT**

- 6 sessions are virtual (Zoom) - one absence is permitted with a make-up assignment.
- 2 sessions are in-person and required; budget approximately \$2500 for travel, accommodations, registration, and incidental costs.

**ACCOMMODATIONS STATEMENT**

If you have a disability that requires reasonable accommodation to fully participate in a PRO event, email [membership@prosportsassembly.org](mailto:membership@prosportsassembly.org) at least three (3) business days in advance for arrangements to be made. Your response helps us make all PRO events more inclusive.

**PREVIEW THE APPLICATION QUESTIONS**

Responses to the following questions help build a thoughtful cohort of leaders who understand and value diverse experiences and perspectives and are committed to building safe and high-trust spaces.

- First things first, I agree to the Rules of Engagement
- I agree to miss no more than one (1) meeting with my cohort. (understanding there are a max of 20 seats)
- I have support from my organization to be an active participant in the C Suite Circle
- I am a PRO Premier member or my organization is a member
- I have a profile set up in The Huddle (or I will before April 1, 2024)
- I have attached my headshot and bio
- LinkedIn profile:
- I am interested in joining the C Suite Circle and should be selected because:
- If I had full control, my next career move would be:
- My three previous positions have been:
- My go-to quote for inspiration is:
- I never miss this in my morning routine:
- I agree to complete to capstone assignment.
- When it comes to politics, I generally land here on the political spectrum (1-conservative, 5-moderate, 10-progressive)
- My social media habits are: none/looker/post monthly/post weekly/post daily
- The top three takeaways I expect of this program are:
- What has been your greatest barrier to achieving what you'd like in the c suite?