

DESCRIPTION

Winning as a leader takes more than vision—it requires execution, resilience, and the confidence to shape culture under pressure. The Growth Edge is for women who are tackling tough leadership challenges, from aligning values with actions to making bold decisions that move teams forward. In this cohort, you will gain relationships and resources to lead decisively.

This cohort is for leaders navigating the high-pace, high-stakes world of professional sports. Through expert-led workshops, case studies, and candid discussions, you'll gain practical insights, actionable strategies, and renewed focus to lead with clarity and authority. Whether you're driving performance, building culture, or leading through change, this experience equips you to lead decisively and authentically.

For women who lead. For leaders ready to grow.

WHO SHOULD APPLY?

- Those who want to sharpen their leadership edge, expand your strategic toolkit, and connect with peers facing similar challenges
- PRO members who currently serve at the VP, Director or Sr. Director level

**Individuals who have completed the Inclusive Leadership cohort will be given priority in the selection process*

DATES

March 12 - September, 2026

FORMAT

- Sessions are scheduled Monthly
- 6 (6) virtual sessions (60 minutes each)
- One (1) in-person Capstone project presentation

SCHEDULE *(all sessions are scheduled for 2:00 PM CT)*

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| • Thursday, March 12 | • Thursday, July 23 |
| • Thursday, April 9 | • Thursday, August 27 |
| • Thursday, May 7 | • September 2026 (in person) |
| • Thursday, June 11 | |



Certificate of Completion will be provided to participants that attend all live sessions, complete reflection prompts and the capstone project

Session 1 - The Edge of Self-Awareness

Grounded in neuroscience, this session connects self-awareness to leadership impact. Participants explore how their brains and emotions shape what they notice, how they respond, and how they show up under pressure, building awareness that fuels clarity, purpose, and growth.

Session 2 - Pressure & Performance

Leadership in professional sports demands agility, confidence, and composure in high-stakes moments. This session helps leaders recognize how pressure shapes their performance and influence, and how to stay grounded in what matters most when the pace accelerates.

Session 3 - Values in Action

Values aren't just words, they're leadership tools. In this session, participants examine how to bring their values to life through the decisions they make, the environments they create, and the way they hold themselves and others accountable.

Session 4 - Culture Is What You Create

Culture doesn't just happen, it's cultivated. In this session, participants explore how leadership behaviors ripple across systems, shaping team norms, safety, and results. Together, they'll define what it means to create environments where clarity, connection, and accountability thrive.

Session 5 - Strategic Relationship Skills

In this session, participants explore how strong relationships create safety, clarity, and collaboration across teams. Leaders are challenged to examine how communication, feedback, and influence shape performance, and how to navigate tension with intention to strengthen alignment and shared impact.

Session 6 - Grow What's Next

Sustainable success depends on continual growth. This session invites participants to look ahead, expanding their capacity to develop themselves, their teams, and the systems they lead. Through reflection and shared insight, they'll identify what's next at their own growth edge.

Capstone Project: Intentional Action

The experience culminates in a leadership capstone where participants apply what they've learned to a real-world challenge, opportunity, or dynamic. Each project becomes a living reflection of their growth in clarity, connection, and impact.

COURSE FACILITATOR

Sheri Fella is a master executive coach and the founder of Bloombase, a leadership development practice equipping senior executives to create meaningful, sustainable impact. Her approach is grounded in research-backed methods spanning neuroscience, behavioral science, emotional intelligence, and organizational systems. Sheri's work accelerates growth for leaders navigating complexity, helping them strengthen relationships, expand perspective, and elevate performance across their teams and organizations.

Her career spans influential roles across operations, strategy, human resources, supply chain, and learning and development at companies including Motorola, Bristol Myers Squibb, and Ernst & Young. This cross-functional foundation, paired with ongoing engagement in higher education, reflects her long-standing commitment to leadership excellence and lifelong learning. Executives from global organizations such as Panasonic, Roche, Rolls-Royce, and thyssenkrupp consistently turn to Sheri for development that deepens clarity, enhances adaptability, and builds cultures of belonging.

Sheri's extensive credentials, ranging from Hudson Master Coach certification to advanced training in applied neuroscience, emotional intelligence, positive psychology, and multiple assessment frameworks, equip her to guide leaders through the hard, necessary work of transformation. Her facilitation cultivates trust, encourages thoughtful risk-taking, and empowers leaders to stretch their understanding of what is possible. Sheri brings a steady, insightful presence to the Growth Edge cohort, creating an environment where leaders engage, grow, and drive collective impact across the profession.

Accommodations Statement

If you have a disability that requires reasonable accommodation to fully participate in a PRO event, email 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.