

ABOUT THE LEADERSHIP CIRCLE

The C Suite Circle with Novus Global is an immersive leadership experience for C Level Leaders who are on track to become a team President, CEO or league Commissioner. Those selected join a fraternity of PRO leaders who are more connected, accountable, and empowered to steward the industry forward.

Cohort members and coaches foster an environment for top leaders to discuss challenges faced on their journey from success to significance. Each C-Suite Circle leader engages with one another through experiential learning and informed dialogue, building trust based on shared insights and mutual respect.

C Suite Circle cohort members gain relationships and resources to be better partners to their investors, CEO and Commissioner. If you would thrive in an environment that tests your aptitude for leading at the highest levels of pro sports and grows your sphere of influence, [apply by March 5.](#)

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 in an **SVP+ role or those with at least seven years of Vice President-level experience** are invited to apply for Cohort 3. 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. 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 5, 2025 -

[APPLY TODAY!](#)

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.

COHORT AND ADVISOR MEETING SCHEDULE

60 min discussion with a Cohort Advisor and Coach, 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 16, 2025**, 1pm CT - *HOW TO MAKE THE MOST OUT OF ANYTHING*
 - *We believe two key things: everyone is underestimating what they are capable of and everyone is getting in their own way, somehow. This session will discuss how to determine what we are up to in any given situation in order to create the most value for ourselves and our team. We will also highlight one of the ways that we each tend to get in our own way.*
- **May 14, 2025**, 1pm CT - *HOW TO CRAFT A THRILLING VISION AND WHAT GETS IN THE WAY*
 - When was the last time you were excited about something you were going after? There are multiple reasons as to how and why we avoid going after big goals. If you have ever had the desire to expand the vision your team has, this session will help you lift the weights for yourself first.
- **June 17-18, 2025** - in person at [The Assembly](#) - *HOW TO CREATE ALIGNMENT THROUGHOUT YOUR TEAM/ORGANIZATION*
 - We often hear that a key goal of an executive team is to create a culture that is aligned. Where there is misalignment, there are gaps to close. As we create a compelling vision that the organization is heading towards, creating alignment between the teams is the next, key step to having that vision come to fruition.
- **July 16, 2025**, 1pm CT - *DEEP DIVE FROM THE ASSEMBLY TOPIC "The Art & Science of Navigating Ownership Dynamics"*
- **August 20, 2025**, 1pm CT - *A LEADER'S WAY OF BEING*
 - Many high-performing leaders are caught in the "doing". Learn how to slow down to consider how you're being, and then create from a new place! This simple tool can unlock transformation and provide an incredible filter for leaders.
- **September 17, 2025**, 1pm CT - *HOW TO FIERCELY ADVOCATE FOR OTHERS*
 - What would happen if the conversations that are being avoided are actually being had on a regular basis? What if we didn't have to guess what others were thinking because they shared it with you? These un-had conversations can be a significant detriment to the organization and this session will dive into not only why feedback is so important but also how to approach it as a gift.

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- **October 15, 2025**, 1pm CT - *HOW TO MAKE BOLD REQUESTS THAT MOVE THE NEEDLE TOWARD YOUR VISION*
 - Why do we tend to back down from asking for what we want? The reality is our team is likely modeling that behavior and therefore playing small. Bold requests can lead to a highly collaborative environment that can re-energize your team.
- ***November 2025** - 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 leadership journey and Capstone Project.

ROLE OF COHORT COACHES

Novus Global coaches provide a steady hand for the Cohort, connect the dots from each session, translate across sport and discipline, and share follow-up questions that may provide additional depth of understanding and growth.

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 and Coaches during each monthly session 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 2025. 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
- Communication Plan
- Crisis & Risk Management
- 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 sale or unexpected health and humanitarian events such as the global pandemic—top executives are under pressure to minimize disruption and safeguard their business.

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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 Session, the Cohort has the opportunity to explore various perspectives of the Advisors 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.

ABOUT THE FACILITATOR

[Novus Global](#) is an elite executive coaching firm that partners with high-performing leaders and teams—from Fortune 500 executives to professional artists, athletes, and more—to drive astonishing results. Novus Global clients are either changing the way business is done or want to learn how. The Coaches strategically partner with leaders to elevate their thinking, actions, and culture to move beyond high performance into Meta Performance™.

Unlike traditional coaching that focuses on goal-setting, the Novus Global method challenges individuals and teams to redefine their limits, overcome psychological barriers, and create lasting, transformational growth. They have a proven track record of success with world-class leaders who are now seeing results they never imagined.

RULES OF ENGAGEMENT

PRO expects and encourages participants to challenge one another's ideas respectfully in conjunction with our commitment to 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 sessions and cohorts.

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.

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SAMPLE APPLICATION QUESTIONS

- 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:
- When it comes to politics, I generally land here on the political spectrum (1-conservative, 5-moderate, 10-progressive):
- As it relates to the Capstone assignment, describe the expectations you would have of your Cohort colleagues.
- What has been your greatest barrier to achieving what you'd like in the C-suite?

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