



The VP Circle, with The Venn Collective, is a peer development cohort tailored for senior leaders aiming to refine their leadership and influence skills, with a focus on preparing for executive roles. This program is designed to expand participants' sphere of influence, drive impactful outcomes, and elevate organizational performance.

Throughout the VP Circle, participants will be guided by executive leadership experts from The Venn Collective and will embark on a journey to enhance their ability to lead themselves, others, and their organizations through each individual's unique leadership style. The program begins with an introduction to the concept of "Flow"—a state of energized focus and peak performance, often described as being "in the zone." Participants will gain practical tools and strategies to cultivate a peak performance environment for themselves and their teams. In the second half of the program, the focus shifts to mastering the essential components of executive leadership, including presentation presence, strategic thinking, and leading innovation.

OUTCOMES

By offering a safe, collaborative, think space for Pro Sports Assembly members, participants of the VP Circle can expect to gain:

1. **Practical Strategies for Leading in Flow:** Participants will leave with actionable strategies to create and maintain a flow state for themselves and their teams, leading to sustained peak performance.
2. **Enhanced Executive Presence and Strategic Focus:** Attendees will improve their ability to present effectively and think strategically, enabling them to lead with confidence and clarity in both high-stakes and everyday situations.
3. **Tools for Empowerment and Innovation:** Participants will acquire tools and techniques for coaching, goal-setting, delegating, and fostering an environment of collaboration and innovation, even in the face of busy schedules and competing demands.

PARTICIPATION:

- PRO Members in senior leadership positions such as VP or Associate VP
- A minimum of five (5) years experience at the Director-Level and/or no more than ten (10) years of VP-level experience
- Must receive approval from either your Organization or Supervisor to participate in the program
- Must be dedicated to actively engaging in the cohort, attending all sessions, including the capstone presentation at The Assembly 2026, and contributing to peer discussions.

[**APPLY TODAY!**](#)



FORMAT

- Seven(7) live virtual sessions via Zoom
- Sixty (60) minutes per session
- One (1) Capstone project to be completed in teams
- One (1) practice presentation is to be scheduled with the facilitator and guest judges
- Final Capstone Presentations will take place at The Assembly 2026

INVESTMENT: Participants should plan to budget \$2500 to cover travel, accommodations, registration fees, and incidental costs for The Assembly 2026.

PROGRAM DATES: All sessions will take place at 3:00 PM CT (*please understand that the date and time are subject to change)

November, 2025 → Meet Your Cohort

(Optional) Meet The Venn Collective and preview the VP Circle curriculum and group project while getting to know other members.

November, 2025 → Session 1: Foundations of Leading in Flow

How To Reach your zone of peak performance and create your leadership mission statement.

December, 2025 → Session 2: Developing Individuals to be in Flow

How to empower individuals through intentional goal-setting, coaching, and delegating

January, 2026 → Session 3: Building Teams in Flow

How to foster an environment of connection, collaboration, and peak performance.

February, 2026 → Session 4: Executive Presentations & Presence

How to put your best foot forward in both formal and informal presentations, whether they are in person or virtual

March, 2026 → Session 5: The Strategic Mindset

How to get out of the weeds to focus on what's most important to thrive as an Executive

April, 2026 → Session 6: Leading Innovation

How to create an environment of incremental innovation as individuals and when working with others (while we're incredibly busy)

May, 2026 → Session 7: Closing

Recap of sessions, Leadership action plans, and next steps before THE ASSEMBLY

APPLY TODAY!



FINAL CAPSTONE ASSIGNMENT: As a team, participants will be provided with a detailed case scenario involving a professional sports franchise facing multiple challenges. You will act as the executive leadership team, tasked with developing and implementing strategies to address the scenario's complexities. The case study will require you to apply the learnings from the curriculum to build morale, energy, and engagement for employees in this fictitious yet applicable scenario.

Each team will receive an overall industry-relevant business case scenario, individual profiles of team members, and specific team dynamics and/or organizational challenges. Just as in real life, the capstone is subject to potential changes throughout the program as the scenario is impacted by resignations, urgent CEO requests, and other competing priorities.

Final Presentations will take place at The Assembly 2026 - Summer 2026 (Date TBD))

ABOUT THE VENN COLLECTIVE: The Venn Collective connects business and people to energized peak performance so that business is better for people and people are better in business. We create customized solutions for individuals, teams, and organizations that tap into the potential of all levels of talent. The work we do spans coaching leaders to clarity and energy, training managers and teams for performance, and designing solutions for organizations that enable sustainable change and growth. Our select clients include NWSL, Oak View Group, Toronto Blue Jays, Los Angeles Lakers, NYCFC, and Playfly Sports.

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 meetings and cohorts.

ACCOMMODATIONS STATEMENT

If you have a disability that requires reasonable accommodation to fully participate in a PROevent, 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.

APPLY TODAY!