

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**

- Minimum of five (5) years at the Director level and/or up to ten (10) years at the VP level
- PRO members in senior leadership roles accountable for their department's performance, strategy, and operations
- Clear aspiration to grow as a leader with the goal of advancing to the executive leadership team or equivalent role
- Approval from organization or supervisor necessary to participate in the program
- Commitment to active engagement in the cohort, including attending all sessions and the capstone presentation at The Assembly 2026, and contributing to peer discussions

**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 with the facilitator and guest judges
- Final Capstone Presentations will take place at The Assembly 2027

**DATES**

November 5, 2026 - June, 2027

**SCHEDULE** (all sessions are scheduled at 1:00 PM CT)

- Thursday, November 5, 2026
- Thursday, December 3, 2026
- Thursday, January 7, 2027
- Thursday, February 4, 2027
- Thursday, March 4, 2027
- Thursday, April 1, 2027
- Thursday, May 6, 2027
- Summer 2027 at The Assembly

**INVESTMENT**

Participants should plan to budget \$2500 to cover travel, accommodations, registration fees, and incidental costs for The Assembly 2027.

**SESSION DESCRIPTIONS**

**Session 1: Foundations of Leading in Flow**

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

**Session 2: Developing Individuals to be in Flow**

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

**Session 3: Building Teams in Flow**

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

**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

**Session 5: The Strategic Mindset**

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

**Session 6: Leading Innovation**

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

**Session 7: Closing**

Recap of sessions, Leadership action plans, and next steps before The Assembly

**Capstone Project:** 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 2027 - Summer 2027 (exact 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 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.*