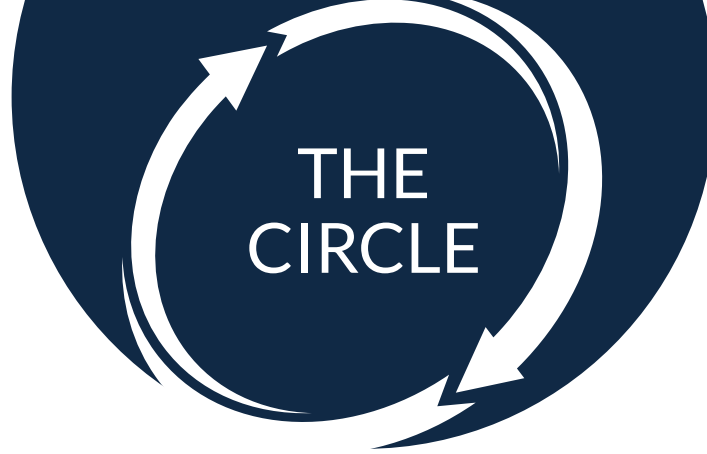




“Heavy is the head that wears the crown.”

LEAD  GOALS

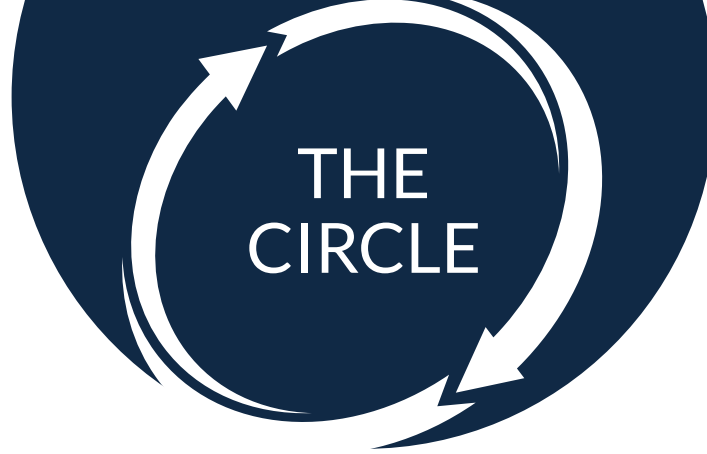


INTRODUCTION

THE CIRCLE has been created specifically for business leaders who feel the pressures of running a growing organization. It is for these leaders who have few, if any, people in their lives who they can turn to. Specifically, people who will offer advice, or simply listen. Those who will share from experience but most importantly, those who understand the unique pressures you face because they too are leaders who are facing similar challenges.

This organization was developed to fill the gaps in the traditional approach to business groups and masterminds. Don't think of this as a networking group—by joining, you are gaining your own board of advisors. These advisors are led by a facilitator who has not only successfully exited three success businesses, but also possesses a strong academic background which allows him to coach high-level business leaders, like you. The processes we employ are effective, not only in the workplace, but at home. Our program works on the whole person, not just the business side of you.





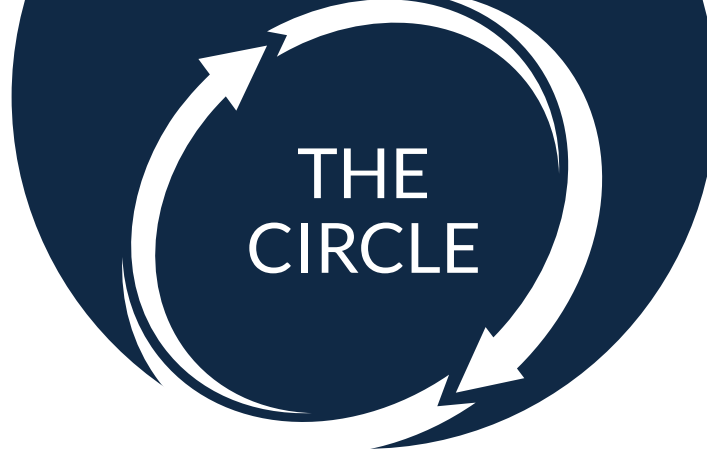
| **SCOTT DE LONG, Ph.D.**

Scott De Long is an author, speaker, educator, and entrepreneur with a wide and varied career. He has built from the ground up, and successfully exited, three previous businesses and has been on several boards serving as a director in both the private and the non-profit sectors. He has a profound commitment to education on both sides of the desk as well as inside and outside of the classroom. His new book, *I Thought I Was A Leader...* is now available at Amazon.com. Learn more by visiting scottdelong.net.

Scott's strength in leading small group communication allows him to disarm the greatest of egos, set up an environment of respect, and provide the foundation for these groups to quickly build trust. This developed trust ultimately leads to strong interdependent relationships and a newfound level of success for the individual and the organization.

Scott's aspirational goals include continued self-development in the three areas he finds critical to leadership; Humility, Empathy and Vulnerability.





| ABOUT

A new opportunity for business leaders that fall within our criteria to have a reliable sounding board.

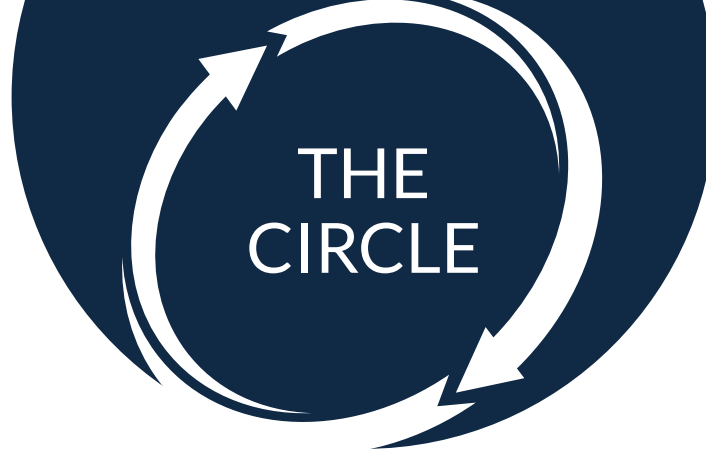
- ✓ If you are looking for a group of seasoned professionals to challenge your assumptions and provide real world expertise to your ideas.
- ✓ If you are open to the group's collective wisdom and experience shares.
- ✓ If you are willing to be open, honest, and go deep into the issues you are facing, and are seeking a strong and proven executive coach.
- ✓ If you are interested in learning new concepts from proven subject matter experts.

...then, THE CIRCLE may be for you.

This is an invitation only group which is limited to 10 members who must be approved not only by the facilitator, but by the group itself.

The focus of this opportunity is growth—professional and personal. It combines the best elements you may find in EO, YPO, Vistage, and Franklin Covey or MBA programs. In addition, you will also receive regular individual one-on-one interactive sessions with a coach many have labeled as a *Business Therapist*.





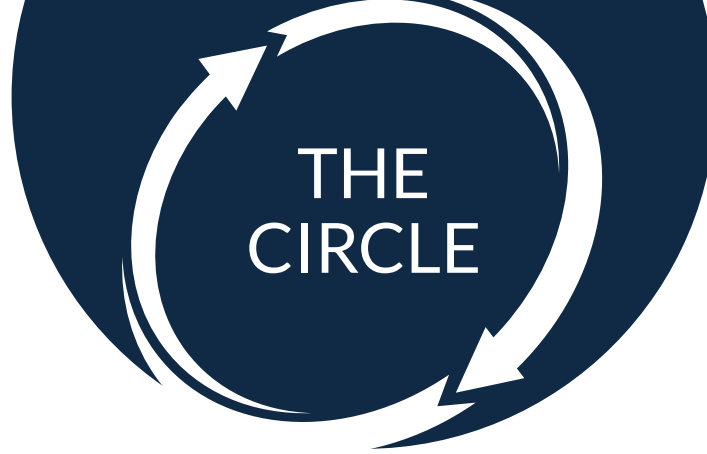
	THE CIRCLE	VISTAGE	EO	YPO	EXECUTIVE COACH
PROFESSIONAL FACILITATOR	✓	✓	✗	✗	✓
PEER ADVISORY	✓	✓	✓	✓	✗
PERSONAL GROWTH	✓	✗	✓	✓	✓
PROFESSIONAL GROWTH	✓	✓	✓	✓	✓
LEARNING EVENTS	✓	✓	✓	✓	✗
ONE-ON-ONE COACHING	✓	✓	✗	✗	✓
MONTHLY COACHING SESSIONS	1	1	✗	✗	4
GESTALT LANGUAGE	OPTIONAL	✗	✓	✓	✗
DIRECT ADVICE	✓	✓	✗	✗	✓
PARTICIPANT MINIMUM STANDARDS	✓	✓	✓	✓	✗
PARTICIPANT VETTING NEW MEMBERS	✓	✗	✓	✓	✗
DISCOUNTED EMPLOYEE WORKSHOPS*	✓	✗	✗	✗	✗
OPTIMAL GROUP SIZE	8-10	14-16	8-10	8-10	1
BOOKS/WORKBOOKS	✓	✗	✗	✗	✗
LUNCHEES & HAPPY HOURS	✓	✗	✗	✗	✗
MONTHLY MEETING DURATION	4 HOURS**	8 HOURS	4 HOURS	4 HOURS	✗
MANDATORY RETREATS	✗	✗	\$\$	\$\$	✗
INITIATION FEE	✗	✓	✓	✓	✓
COSTS	\$	\$\$	\$	\$	\$\$\$

* MEMBERS' ORGANIZATIONS ENTITLED TO A 20% DISCOUNT ON ALL SERVICES

** ONE MONTHLY MEETING PER QUARTER IS 8-HOURS & INCLUDES A 4-HOUR MASTER CLASS



LEAD²GOALS



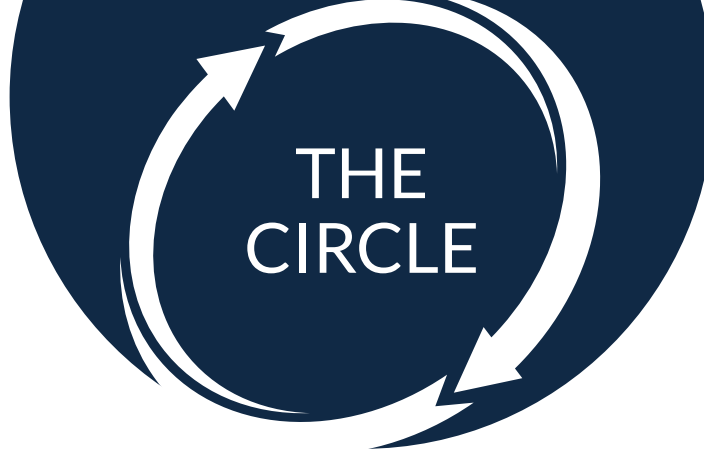
REQUIREMENTS

- You are willing to share freely regarding issues that you may not have anyone else available to talk to about.
- You are curious and seek real world advice from other seasoned professionals.
- You are looking for the type of accountability that others just are not able to provide you.
- You are able to commit to a regular schedule and make this a priority.

CONDITIONS

- All conversations within the group and coaching are held in strict confidence.
- Members must maintain an open mindset and provide space for psychological safety for their fellow members.
- All new members are pre-vetted by both the chair and the existing members.





| TESTIMONIALS



Scott has helped to drastically improve and reshape the way our team communicates. His guidance has provided an opportunity for the communication across our company to become more open, honest, and direct. We have learned the benefits of

creating an environment of psychological safety and in doing so, our team members are more willing to be vulnerable, thus allowing them to feel confident in presenting their ideas to the company. Finally, through one-on-one and small group coaching, Scott has helped us discover our voice and the ability to create a fun and productive culture. The transformation in our team members and our teamwork as organization has been significant.

Sean Gildea
Chief Executive Officer
Oceanside Glass & Tile



Working with Scott is an exercise in opposites. Scott has the ability to hold the hard-driving business interests in mind at the same time that he holds a deep care for people from the CEO down to the janitor. His capacity to do this has revealed

so many insights. I have found his perspective to be invaluable for my own growth and that of my business.

Dan Garrett
Managing Partner
Momentum Aeronautics



Through Scott De Long's coaching, I have gained invaluable insights, developed new perspectives, and honed my skills in effective communication, decision-making, and inspiring others—he has been instrumental in my growth as a

leader. Scott's guidance has been an integral part of not only my own personal journey but also for our company's leadership team development. He has helped all of us thrive in our roles and drive meaningful results. I am grateful for the transformation I have experienced, and the opportunity to share Scott's expertise with my fellow leaders and witness the collective growth within our organization.

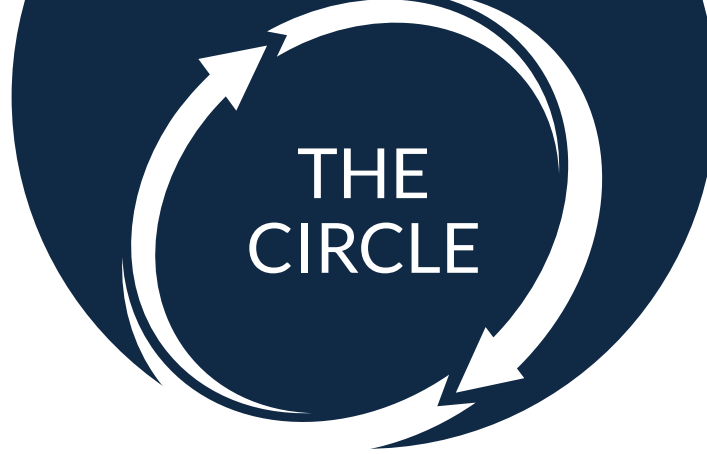
Cristian Oquendo, AIA
President + Director of Design
CBA Architects



Scott got us to think about teams, and how teams affect every part of our lives, and not just in our business. We just went through a 4 hour session and if felt like 15 minutes, because we were so engaged.

Chad Webster
CFO & Partner
Renhill Staffing





VISION

We see a place where the leaders of today have transformed their lives. Not just in the workplace but at home as well. These leaders have adapted their current strengths, but have added progressive leadership concepts to their hectic lives. Their businesses are thriving, and they are mentoring the future leaders. Their personal lives have become fulfilled and they have redefined the word *success*. While *success* still includes financial success, it has expanded to include so much more.

MISSION

We offer senior executives a place to unload the stress with which they alone are challenged. We offer a place where they can learn and grow, both professionally and personally, through interaction with others in the same boat.

CORE VALUES

CURIOSITY • WILLINGNESS • COURAGE • INTEGRITY



LEAD(2)GOALS



Are you ready to join **THE CIRCLE?**

If you're interested in becoming a member of this unique collective of business leaders, **contact us:**

thecircle@lead2goals.com

(949) 202-5763