



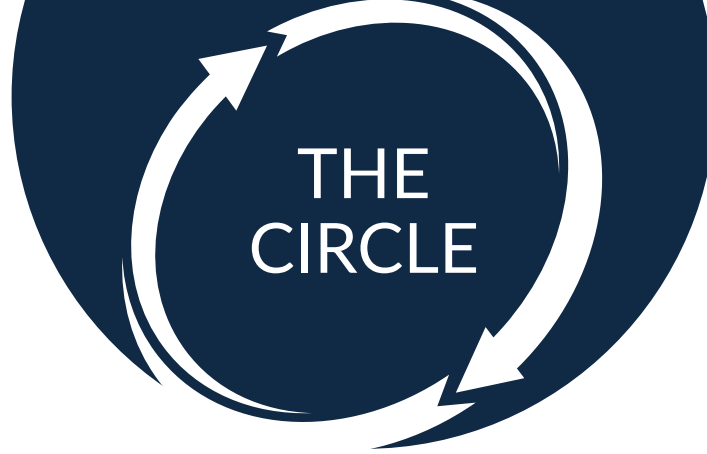
THE  
CIRCLE

# THE CIRCLE **VIRTUAL** FORUM

*“Heavy is the head that wears the crown.”*

LEAD  GOALS

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## **INTRODUCTION – THE CIRCLE VIRTUAL FORUM**

**THE CIRCLE** exists for business leaders who feel the pressures of growth—and who recognize that leadership can be a lonely journey without a strong community of trusted advisors. It was created for leaders who have few, if any, people they can truly turn to—those seeking real conversations, real wisdom, and real support from others who walk the same path.

**The Circle bridges the gap that traditional business groups and masterminds often leave behind.**

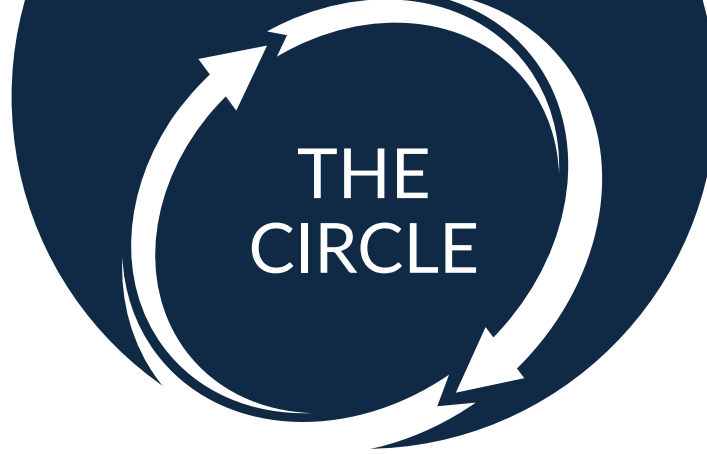
This isn't a networking group. It's your personal board of advisors, hand-selected and facilitated by an experienced leader who has successfully built and exited multiple businesses and has the academic grounding to coach high-level executives in both business and life.

**Recognizing that not every leader can gather monthly in Southern California, we have developed a Virtual Forum format.**

Through bi-weekly 90-minute virtual sessions—and quarterly in-person retreats—you'll experience the same depth, trust, and transformational growth as our original in-person groups. This hybrid structure brings the best of both worlds: the convenience of connection from anywhere, and the power of deep, face-to-face collaboration.

**Our focus remains on you—the whole leader, not just the business professional.**  
Growth that starts here extends to every part of your life.





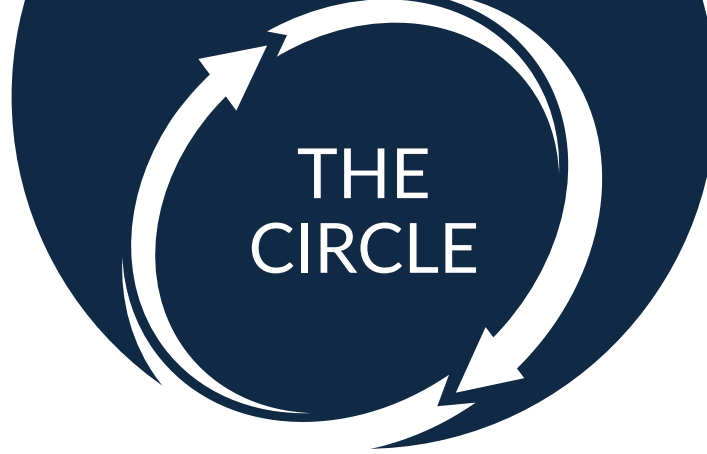
## | **SCOTT DE LONG, Ph.D.**

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](http://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	✓	✗	✗	✗	✗
LUNCHES & HAPPY HOURS	✓	✗	✗	✗	✗
MONTHLY MEETING DURATION	2 90-MINUTE SESSIONS	8 HOURS	4 HOURS	4 HOURS	✗
MANDATORY RETREATS	QUARTERLY FULL DAY IN PERSON	QUARTERLY FULL DAY IN PERSON	\$\$	\$\$	QUARTERLY FULL DAY IN PERSON
INITIATION FEE	✗	✓	✓	✓	✓
COSTS	\$	\$\$	\$	\$	\$\$\$

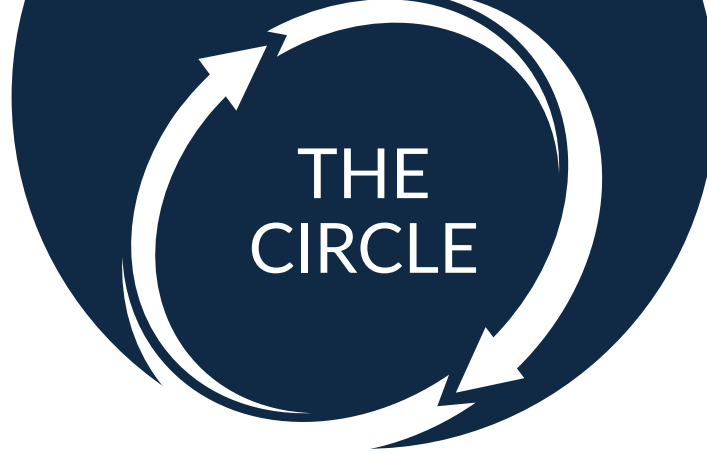
\* MEMBERS' ORGANIZATIONS ENTITLED TO A 20% DISCOUNT ON ALL SERVICES

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



LEAD<sup>2</sup>GOALS





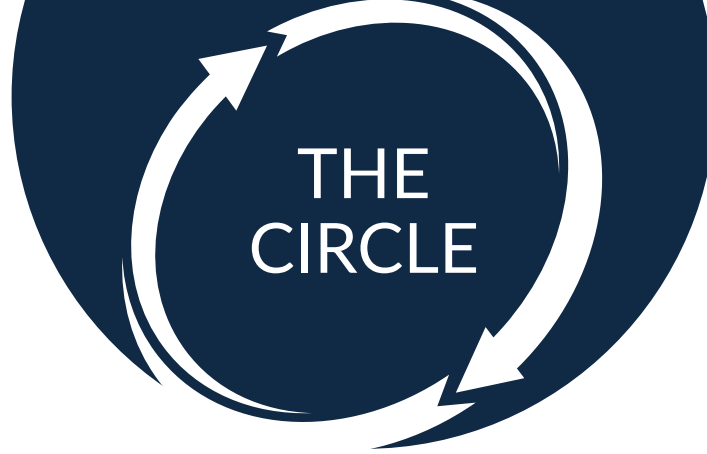
## | REQUIREMENTS

- 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.*

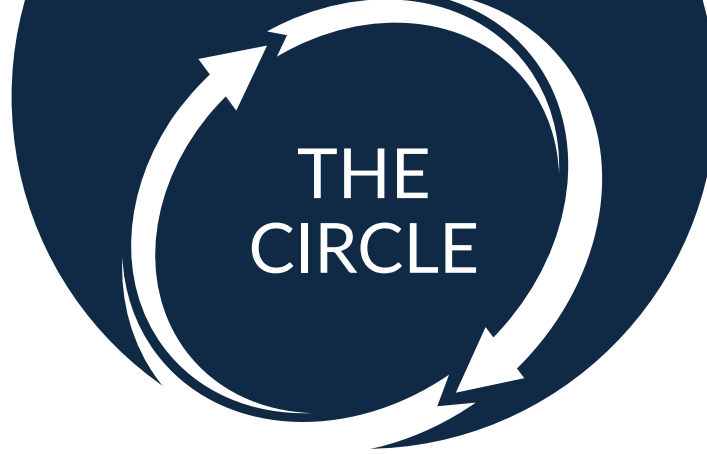
Cristian Oquendo, AIA  
President + Director of Design  
CBA Architects



*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**

To create a community of highly successful leaders, wherever they are, who embody humility, empathy, and vulnerability in both business and life.

## **MISSION**

To provide a virtual environment where trust grows quickly, conversation runs deep, and leaders can be real about their challenges and their growth. Through consistent virtual forums and in-person retreats, we foster connections that offer not just advice, but transformation, guided by peers who understand and a facilitator who leads from experience and principle.

## **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:**

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**[thecircle@lead2goals.com](mailto:thecircle@lead2goals.com)**

**(949) 202-5763**