



*“The CEO dreams,  
The COO delivers”*



# INTRODUCTION

THE CIRCLE has been created specifically for second-in-command leaders—the COOs, General Managers, and key executives responsible for making an organization function at its best. While CEOs focus on vision, you are the one making it happen. You turn strategy into execution, ideas into action, and obstacles into solutions. But that level of responsibility comes with unique pressures.”

“You’re the bridge between leadership and the workforce, caught between driving results and managing people. You juggle operations, efficiency, and execution—often without the same recognition or support the CEO receives. And while you keep the business moving forward, who supports you?”

“The Circle is not just another networking group. It’s your personal advisory board—a small, trusted group of high-level executives who understand the challenges of your role because they live it too. This is a place where you can speak openly, share frustrations, get real advice, and develop strategies that work—not just for your company, but for you as a leader.”

“This program isn’t about generic business advice. It’s about *real conversations, real solutions, and real growth*—both professionally and personally.



## SCOTT DE LONG, Ph.D.

**Helping Key Executives Lead with Clarity and Confidence**

Scott De Long is an executive coach, educator, and facilitator with decades of experience helping key executives—COOs, General Managers, and second-in-command leaders—develop the skills to navigate complex leadership challenges. With three successful business exits and extensive work in both corporate and nonprofit leadership, Scott understands the pressures of driving execution while balancing expectations from CEOs, employees, and stakeholders.

Scott specializes in turning high-level operators into strategic leaders. His work focuses on building trust, managing cross-functional teams, and improving executive communication—all critical to the COO role. Through small group facilitation, coaching, and advisory sessions, Scott helps operations leaders become more effective, influential, and balanced in their leadership approach.

His expertise isn't theoretical—Scott has worked closely with COOs and second-in-command executives in organizations ranging from startups to multi-million-dollar companies. He knows that your success isn't just about hitting performance metrics—it's about leading teams, making tough decisions, and ensuring that everything runs smoothly without burning out.

“Scott's approach to leadership development is rooted in *Humility, Empathy, and Vulnerability*—principles that drive trust, engagement, and long-term success. If you're ready to step into a room where people truly understand what it's like to be in your role, The Circle is the place for you.”



## The Circle: A Peer Group Built for Second-in-Command Leaders

*COOs and key executives carry the weight of execution. You're the one ensuring that strategy turns into action, teams work together effectively, and the company keeps running smoothly. You solve problems, put out fires, and make sure everything gets done—often without the same recognition or support the CEO receives.*

*But who do you turn to when you need support? Who truly understands the pressure of being the one responsible for execution?*

The Circle is your peer group—an exclusive, confidential space designed for key executives like you.

- ✓ **If you're balancing the demands of your CEO with the realities of running a company...**
- ✓ **If you're leading teams, managing crises, and constantly problem-solving...**
- ✓ **If you want to sharpen your leadership, navigate tough conversations, and gain more influence...**
- ✓ **If you need a group of experienced executives who truly understand your role...**

*Then, The Circle is for you.*

*This is not a networking group. **It's your personal advisory board**—a room where you can speak candidly, gain strategic insights, and develop the leadership skills needed to thrive in your role. Through deep conversations, expert facilitation, and shared experiences, you'll gain clarity, confidence, and a support system that understands exactly what you're going through.*



## Is The Circle Right for You?

Not every COO or second-in-command leader is a fit for The Circle. We are a **selective, invitation-only** group of **high-level operational leaders** who are committed to growing their leadership, refining their decision-making, and building strong support systems.

### This group is for you if:

- ✓ You're balancing the demands of your CEO while keeping the company running efficiently.
- ✓ You need a confidential space to discuss challenges with experienced peers who get it.
- ✓ You want to sharpen your leadership, develop influence, and improve team performance.
- ✓ You're looking for direct, real-world advice—not just high-level theory.
- ✓ You're committed to continuous growth, both professionally and personally.

### Confidentiality & Trust

- Every member agrees to strict **confidentiality**—what is shared in The Circle stays in The Circle.
- We create a **high-trust, no-judgment environment** where you can openly discuss challenges.
- Every new member is **vetted** to ensure alignment with the group's culture and values.

### Commitment & Investment

- Meetings are a **priority**—this isn't just another business group; it's a critical leadership resource.
- Membership is limited to ensure **deep conversations, real connections, and lasting impact**.



## Let's Talk: Is The Circle Right for You?

*"You're already balancing execution, strategy, and leadership—who's helping you navigate the challenges that come with it?"*

*"The Circle: Key Executives is an exclusive peer group for COOs, General Managers, and second-in-command leaders who want to sharpen their leadership, manage up more effectively, and build a network of trusted advisors who truly understand their role."*

**This isn't about signing up for another leadership group—it's about surrounding yourself with the right people.**

 Let's talk and see if The Circle is the right fit for you.

### **Schedule a Private Consultation:**

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

 **Call or Text:** (949) 202-5763

*"No pressure. No obligation. Just a conversation about your challenges and whether this group can help."*





## 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



**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**