

BE Leadership Circles (2026-27)

Building on the success of pilot projects in 2025, BE Leadership is proud to be offering both **CEO Circle** and **Second Layer Circle** cohorts for the 2026–27 fiscal year.

BE Leadership Circles bring together small groups of sport leaders for structured, high-trust conversations that strengthen leadership skills, deepen self-awareness, and build meaningful connection across the sport system.

CEO Circles

CEO Circles are designed for CEOs and Executive Directors of National, Provincial, and Multi-Sport Organizations (NSOs/PSOs/MSOs) who have overall responsibility for strategy, culture, and organizational performance. These Circles provide a confidential space to think, connect, and reflect alongside peers who understand the complexity of leading in the Canadian sport system.

For 2026/27 two CEO Circle cohorts are being offered:

- One in-person cohort (based at the House of Sport in Ottawa)
- One online cohort

Second Layer Circles

Second Layer Circles are designed for senior leaders who report directly to the CEO or Executive Director (NSOs/PSOs/MSOs). These leaders play a critical role in shaping organizational culture, supporting people, and turning strategy into action.

For 2026/27 one Second Layer cohort is being offered which will meet online.

Each Circle will be:

- A consistent group of up to eight leaders
- Structured around meaningful leadership conversations
- Focused on real challenges and practical insight
- A place to build skills, confidence, and community
- Facilitated by Brian Edey, BE Leadership

Circle Membership

Join a small, consistent peer group for **9 facilitated conversations** on leadership and real challenges leaders face.

Membership includes **two 30-minute individual coaching sessions** that can be used at any point in the year. These short sessions offer a confidential space to discuss an emerging issue, prepare for a difficult conversation, reflect on a leadership decision, or explore strategies to support your team.

Fee: \$995 per year + applicable taxes

Additional 1:1 leadership coaching support can be explored for those who express interest.

Meeting Schedule

Circles will meet on a recurring monthly schedule (for example, the first Wednesday of each month). Final dates and times will be confirmed as part of the registration process.

Please note: Circles will not meet in July, August, or January.

BE Leadership will offer nine meetings per Circle in 2026/27. It is acknowledged that most participants will have to miss some sessions due to scheduling conflicts. The pricing assumes that participants will prioritize attending a minimum of six sessions annually.

Registration Links

[BE Leadership CEO Circle 2026/27 - Registration Form](#)

[BE Leadership Second Layer 2026/27 - Registration Form](#)

Registration will remain open until the cohorts are full.

About BE Leadership

BE Leadership is led by Brian Edey, a Leadership and Culture Coach with more than 17 years of experience working in the Canadian sport system. Brian has worked with CEOs, senior leaders, and teams across national and multi-sport organizations to strengthen leadership capacity, build healthier cultures, and support people in doing their best work. His approach is grounded in curiosity, connection, intentionality, and integrity.

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In 2025, BE Leadership tested both CEO Circle and Second Layer programs. Leaders valued having a trusted space to learn, share honestly, and strengthen their leadership practice. Here is some of what they shared:

CEO Circle Testimonials

"The time spent in the CEO Circle Sessions has been extremely valuable to advance organizational priorities, engage in thought leadership, and network among peers who navigate similar strategic considerations. Grateful for this opportunity from BE Leadership and would strongly recommend." – **Kelly-Ann Paul, CEO, Canada Games Council.**

"I've found the CEO Circle provides tremendous value in the ability to bring forward issues we may be struggling with, while pulling in feedback and solutions from peers in the sector, in a confidential and safe space. Key to the success of this initiative, is the facilitation to ensure the group stays on topic and true to the social contract. I would not hesitate in recommending other CEOs participate in this immensely valuable group." – **Peter Leyser, CEO, Ringette Canada.**

"The CEO Circle sessions were incredibly valuable. They brought together NSO and MSO CEOs for honest, practical discussions on leadership and the day-to-day challenges of operating in the Canadian sport system. Brian facilitated well-structured meetings and adapted each session to the needs of the group. I highly recommend it." – **Joe Morissette, CEO, Speed Skating Canada**

"The CEO Circle is a rare and valuable space grounded in trust and open conversation. Brian strikes a thoughtful balance between creating space for peer learning and sharing his own insights, fostering meaningful connections and learning among CEOs." – **Kim Gurtler, CEO, SIRC**

"Through BE Leadership, Brian creates environments where people feel heard, challenged, and inspired to lead with confidence. He has a unique ability to guide teams through conversations identifying solutions to today's workplace challenges. His professionalism, preparation, and genuine care for people set him apart." – **Brian MacPherson, CEO, Commonwealth Sport Canada**

Second Layer Testimonials

"Brian has been a highly valuable sounding board. His experience working in the "second layer" across multiple sport organisations, combined with a genuine passion for leadership, makes for thought provoking conversations each time we meet. He listens carefully, asks the right questions, and helps clarify thinking without imposing solutions. I would strongly recommend the Second Layer to anyone navigating complex leadership roles in high performance sport." – **Colin Whitmee, Director High Performance Operations, Athletics Canada**

"Working with Brian through the Second Layer program has been a valuable part of my professional development. I've become more effective at connecting with people and building trust and I'm seeing that translate into stronger partnerships. Brian asks excellent questions, offers practical tools, and his experience inside the sport system adds real credibility to his guidance." – **Evan MacInnis, Director, Performance Pathways, Canadian Sport Institute Atlantic**