

“Dr. Sicora explores new ways to unlock the power of purpose in life, work, and leadership.”

— **Richard Leider**, Author, *The Power of Purpose*

# GRAB THE HELM

**Navigating with Purpose**  
*Charting a Course through Life's Journey*



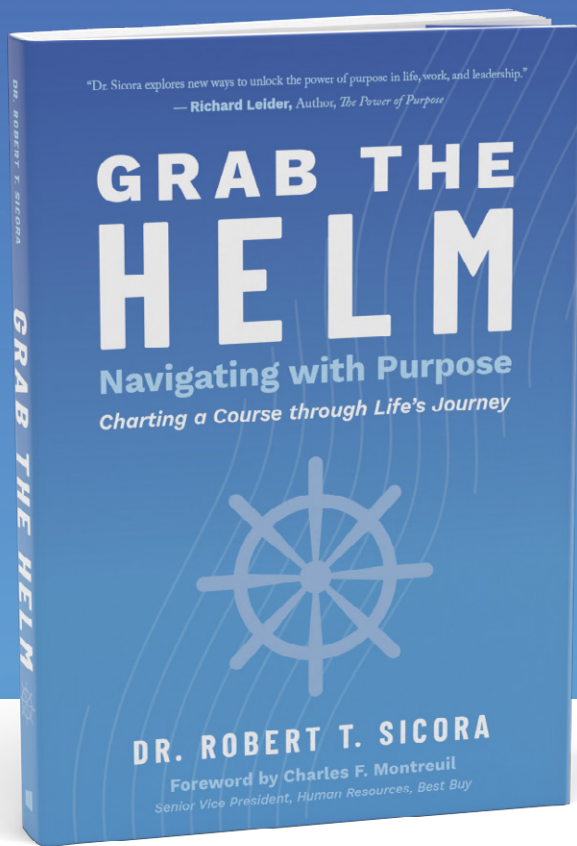
**DR. ROBERT T. SICORA**

**Foreword by Charles F. Montreuil**

*Senior Vice President, Human Resources, Best Buy*

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**DECEMBER 17, 2020**



# Navigating with Purpose; *Charting a Course through Life's Journey*

In *Grab the Helm*, you'll learn the skills to take command of the moment and the life you were called to lead. You'll gain the insights and confidence to grab hold of the life you want and make a lasting impact on your team and organization. This transformative journey begins by asking yourself a simple yet profound question: *What is my purpose?*

The answer will emerge as you work through the eight spokes of the author's Leading from the Helm model:

Purpose/Strategy

Self-Awareness/Leadership

Values/Culture

Crew/Team

Passion/Engagement

Talent/Process

Opportunity/Customer

Impact/Results

As you navigate this book, the focus will be on your unique individual helm. To gain a holistic understanding of its potential, you will also explore how this model works within the framework of a team, organization, group, and community. Using a collection of modern-day fables and proven, research-based techniques, *Grab the Helm* will give you the direction, clarity, and inspiration you need to chart a purposeful course through life's journey.

# PRAISE FOR GRAB THE HELM

“*Grab the Helm* helps individuals gain a clear vision of their purpose and allows them to work hard to ensure that everything is aligned to help them to improve on their awareness, appreciation, and self accountability.”

— **Jackie Montesinos Suárez**, *Deputy, Head of  
SAP North America Communications*

“In *Grab the Helm*, Dr Sicora tells a totally engaging story, combined with both insights and tools, that enables you to lead the life you want to lead. The Helm is a compelling system that leads you through a series of choices that enables you to reflect and learn from where you’ve been, consider where you are at, and crucially choose where you want to go, who you want to be and how you want to make an impact in the world.”

— **Ian Stephenson**, *Consultant, Advisor, and  
Adjunct Professor, Former Vice President  
Organization Effectiveness, Cargill*

“More than ever in today’s fast-paced, ever-changing world, an organization requires leaders at all levels. *Grab the Helm* provides you and your team the necessary tools to develop the leadership skills that will give you a platform for growth and advancement. Organizations and individuals that demonstrate these skills will always be in demand, and will always advance toward achieving their desired goals.”

— **Bob Thele**, *Former President, CEO,  
Covey Leadership Center*

“New author Dr. Robert Sicora is about to revolutionize the way we think about the intersection of leadership, engagement, and creating a culture of trust with his debut book, *Grab the Helm*. This is your playbook for building trust in your organization, setting sail on employee engagement, and facing the winds of change with your keel stabilized in purpose. This is not a book to be placed on a shelf. It is a practical guide with practical instructions on how to get your hands on the helm and steer toward success.”

— **Charles F. Montreuil**, *Senior Vice President  
Human Resources, Best Buy*

# About Dr. Robert T. Sicora

**Dr. Robert T. Sicora**, founder of Sicora Consulting and creator of Leading from the Helm, is a recognized Organization Development and Human Resources thought leader, consultant, facilitator, and speaker. He brings more than thirty years of experience in business and consulting to his practice, and has helped thousands of employees and leaders rediscover themselves and their organization with his four main programs:

- Leading from the Helm
- Discover the Leader Within
- 8 Factors of Engagement
- Purposeful Culture of Trust



With a background in strategic human resources, organization development, and process management, Dr. Sicora has successfully delivered results in multiple industries, including for-profit, nonprofit, academic, and government agencies for small-, medium-, and large-growth companies. Specializing in strategy, organizational culture, trust, employee engagement, leadership development, and team effectiveness, Dr. Sicora's aim is to provide every individual, team, organization, and community a holistic and unique perspective on how to transform themselves and grow to their full individual and collective potential.

Robert completed his Doctorate of Education (Ed.D.) in Organization Development from the University of St. Thomas. He conducted research and wrote his dissertation on determining how personality styles of leaders and employees have an impact on the ability to create a culture of trust within organizations. He also holds a Master's degree in Human Resource Management from the Carlson School of Management at the University of Minnesota, and undergraduate degrees in Sociology and Speech Communications from St. Cloud State University, where he serves on the Alumni Board. Robert is an avid sailor and adventurer, and loves to travel. He lives in Minneapolis, Minnesota.



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**Robert is available for in-person and virtual speaking opportunities, and can tailor his presentation for a variety of events and programs including:**

Keynotes

Team building

Conferences

Retreats

Virtual speaking

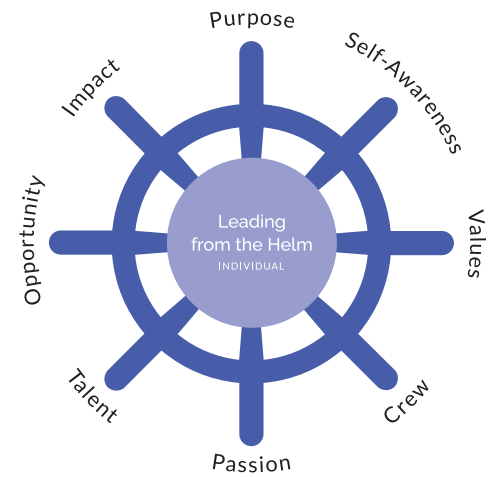
Webinars

Leadership offsite

## Explore your individual helm

In *Grab the Helm*, you'll learn the skills to take command of the moment and the life you were called to lead. You'll gain the insights and confidence to grab hold of the life you want and make a lasting impact on your team and your organization. This transformative journey begins by asking yourself a simple yet profound question: What is my purpose?

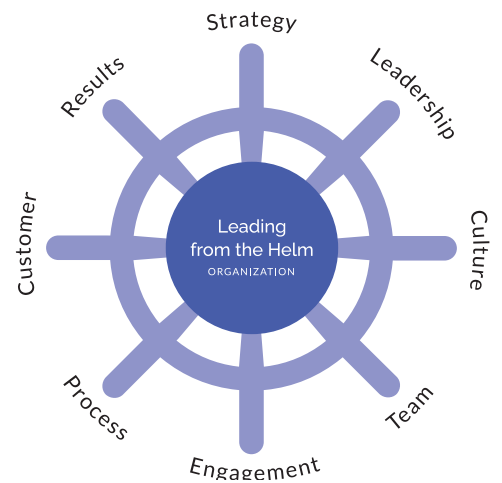
The answer will emerge as you work through the eight spokes of the author's Leading from the Helm model.



## Expand your journey

*Grab the Helm* is more than just a book. It's an experience that can be expanded through practice and ongoing learning. In the coming weeks, Sicora Consulting will be launching an online platform where you can access a wealth of resources and experiences that will help you apply the principles of *Grab the Helm* to every facet of your life and career. These include a workbook, regular webinars, and custom Grab the Helm programs.

To learn more, visit: [sicoraconsulting.com/grab-the-helm](https://sicoraconsulting.com/grab-the-helm)



## An Interview with Dr. Robert T. Sicora

### 1. What inspired you to write *Grab the Helm*?

For years, I used the Leading From the Helm model with organizations. I could tell that my model was making an impact, but I also knew I had the opportunity to reach more people. Then, about three years ago I was hiking the mountains of Peru when it came to me—we needed a model for individuals within an organization. We started integrating the Individual Helm in organizational and corporate events, and it resonated in a powerful way.

As the popularity of the Individual Helm surged, my writer and I decided to prioritize the Helm concept as the topic of our first book. From there, *Grab the Helm* took about two years to write. When 2020 began we had just finished the second draft of the book, and Covid-19 then helped to accelerate the process. We brought in a professional editor, and the book was completed by the beginning of July to fantastic feedback for early readers. We're excited that it will be available to the public this December.



2. **“Navigating with Purpose” is not only the book’s subtitle, but it’s also a recurring theme throughout the pages of your book. What connections can be drawn between an organization’s purpose and an individual’s purpose? What is the result when purpose is shared versus not shared?**

It’s important that individuals within an organization share a common goal. A shared purpose enables an organization to be able to withstand change, uncertainty, and even tremendous growth and the collective whole becomes much stronger and capable than any of its parts. For this reason, the book is a powerful tool for organizations to use to help navigate to their purpose.

3. **You engage your readers through storytelling. Why did you use this particular writing device to frame your message?**

Each chapter of *Grab the Helm* is divided into three parts—an intro, a fable, and an overview of the concept.

The intro provides a brief overview of the central concept outlined in the chapter. The fable section follows the characters of Janelle, Jim, and Louis, who represent different stages of life. In the third part, the reader is invited to reflect on the chapter and relate it to his or her life. By offering an opportunity to apply the concepts at the end of the chapter, Sicora Consulting can provide programs while navigating the flow of program sessions chapter by chapter.

4. **In your book, we get to know Janelle, Jim, and Louis as they navigate their respective journeys. What can you tell us about each of your main characters?**

Each character is loosely made up from shared stories seen in literature, so that readers might see something familiar and relatable in each of them. They each represent a pivotal stage of life, which is why readers of all ages are able to participate in the Leading by the Helm model. In the fables, Janelle is in her youth. She is navigating college and wondering which direction her journey will take her next. Jim is a middle-aged man who is about to undergo a major shift in purpose. Louis is at the pre-retirement stage, facing the reality that life is about to change.



5. **Your book artfully raises critical business issues, including leadership, employee engagement, and organizational performance. How do these topics relate to sailing?**

The Helm metaphor came about while I was sailing with my late brother, Tom. Sailing is a wonderful metaphor for life that involves all aspects of the Helm. The helm is what steers the ship, and it also provides physical stability for the person behind the helm.

**6. Tell us more about the Leading from the Helm model. How can this model be used to guide readers through their own transformative journeys?**

All eight of the spokes are essential in one's journey to discover or rediscover one's purpose.

We start by developing a deeper sense of self—how someone sees the world, and how that may be different than how others see it, which, perhaps surprisingly, is often an “aha moment” for many. We then look at core values and beliefs, which guide the reader to all aspects of the Helm. Navigating through all aspects of the Helm brings the reader back to purpose, and with that, greater enlightenment.

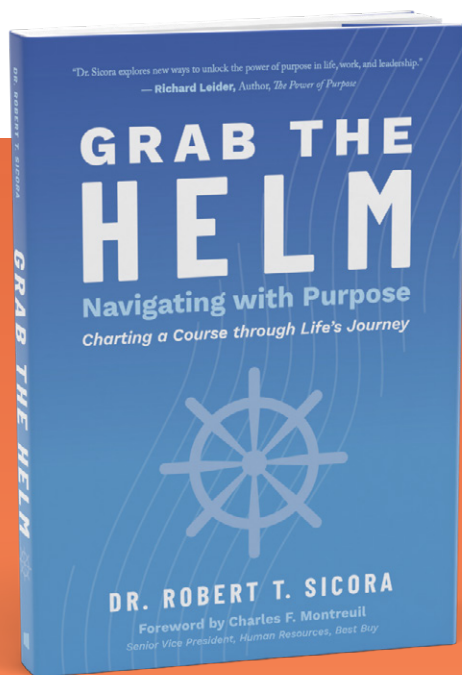
**7. Can you give an example of how you have implemented the Leading from the Helm model within an organization?**

In an organization, the model is typically implemented through one or two of the spokes. An organization's leader first identifies one or two areas that need improvement. While an organization begins with one spoke, it quickly discovers that all the spokes are interconnected. Before long, the organization is utilizing the entire Helm.

**8. What are the key takeaways from the book that you hope will help readers find their purpose?**

Life is a journey, not a destination. One must navigate through life's journey with a holistic and balanced approach with the understanding that the path may not always be linear.

Purpose is a daily discovery, because it is always evolving. Everyone has a purpose, no matter what you may call it.



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Dr. Robert T. Sicora is available for interviews, events, and appearances. For press inquiries or to request a review copy of *Grab the Helm: Navigating with Purpose; Charting a Course through Life's Journey* please contact Chris Baker at [chris@mascotbooks.com](mailto:chris@mascotbooks.com). For bulk purchase inquiries, please contact Caitie Merico at [caitie@mascotbooks.com](mailto:caitie@mascotbooks.com).