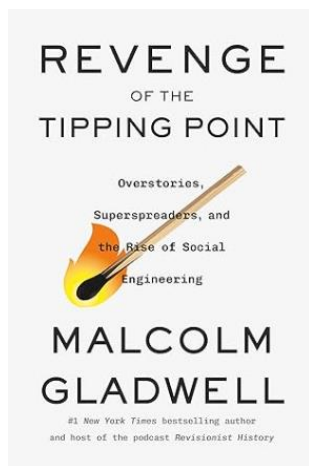


JANUARY CAPTAIN'S CONCLAVE EVENT



HELMWISE

Join your fellow Helmwise Captains for a collaborative discussion of how to navigate the choppy seas of growth and tackle the items that bring the most leverage to our Crew, our Ship, and ourselves. This month, we will analyze and debate several of the tenets discussed in Malcolm Gladwell's recently released bestseller, *Revenge of the Tipping Point*.



The Helmwise Methodology emphasizes the importance of a North Star to provide both direction and purpose to a Captain and Crew. Orienting to the North Star, a Helmwise Captain sets waypoints to incrementally tackle or achieve big hairy audacious goals (BHAGs) that serve to focus and align the Crew, but how does a Captain know when the Crew has totally bought in to the North Star vision? *Revenge of the Tipping Point* examines how overstories, superspreaders, and social engineering impact society and cause cultures to “tip.” Learn the nuances of these levers and join the Conclave discussion on how they can be used to create a Ship “zeitgeist.”

WHEN: Tuesday, January 14, 2025 12:00p ET

WHERE: Zoom

RESOURCE: [Revenge of the Tipping Point](#)

Join Zoom Meeting

<https://us02web.zoom.us/j/4041333648>

Meeting ID: 404 133 3648

One tap mobile

+13017158592,,4041333648# US (Washington DC)

+13052241968,,4041333648# US

Dial by your location

• +1 301 715 8592 US (Washington DC)

• +1 305 224 1968 US

• +1 309 205 3325 US

• +1 312 626 6799 US (Chicago)

• +1 646 558 8656 US (New York)

• +1 646 931 3860 US

• +1 253 205 0468 US

• +1 253 215 8782 US (Tacoma)

• +1 346 248 7799 US (Houston)

• +1 360 209 5623 US

• +1 386 347 5053 US

• +1 507 473 4847 US

• +1 564 217 2000 US

• +1 669 444 9171 US

• +1 669 900 9128 US (San Jose)

• +1 689 278 1000 US

• +1 719 359 4580 US

Meeting ID: 404 133 3648

Find your local number:

<https://us02web.zoom.us/j/4041333648>