

Choose the Handle That Holds

A Guide to Living, Leading, and Owning the Moments That Matter



Becky Schmooke

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AUTHOR, KEYNOTE SPEAKER,
LEADERSHIP CONSULTANT
BECKYSCHMOOKE.COM

MEDIA KIT

BOOK RELEASE RELEASE DATES:

- eBook and paperback: February 2025
- Audiobook: July 2025
- Publisher: Manuscripts Publishing



Choose the Handle That Holds: A Guide to Living, Leading and Owning the Moments That Matter

Reclaim Your Time, Redefine Leadership: *Choose the Handle That Holds*, shatters myths about leadership and living fully.

What if leadership isn't what you've been told?

Author, speaker and leadership coach Becky Schmooke dismantles everything we think we know about leadership in her bold new book, ***Choose the Handle That Holds: A Guide to Living, Leading, and Owning the Moments That Matter***, releasing February 2025. Schmooke flips the script on traditional leadership by showing that it's not about a title—it's about how you show up in your life.

"What we've been taught about leadership is a lie," Schmooke writes. ***"Leadership isn't reserved for people in power; it's a choice anyone can make. It's about how we show up, how we respond, and how we own the moments that matter. It's what allows us to live fully instead of just passing time."***

Schmooke offers a powerful call to action: leadership begins within. ***"We cannot expect others to trust us as a leader if we cannot lead ourselves,"*** she explains. ***"Leadership begins with how you guide yourself through everyday decisions, how you face challenges, and how you stay true to your values."***

With her unique voice, Schmooke bridges the ancient philosophy of Stoicism with modern leadership in a way few others have. As one of the only women writing and speaking on Stoicism outside of academia, she is redefining its relevance for today's world. Schmooke presents it as a practical, compassionate philosophy rooted in action, reflection, and connection—showing readers how to live with resilience and purpose.

Schmooke's work speaks to anyone tired of the leadership clichés and self-help fluff. *Choose the Handle That Holds* is full of personal stories while delivering practical tools for navigating life's challenges with integrity and grit. Schmooke also draws on inspiring stories from leaders across industries, including the military, corporate boardrooms, and the NFL.

At its core are two transformative frameworks:

- **SAFE Leadership Framework:** Strength of Integrity, Agility to Adapt, Flexibility for Curiosity in Adversity, and Endurance to Value Process Over Outcome.
- **STOA Method:** Success, Targets, Obstacles & Opportunities, and Action Steps—a system designed to help readers move from intention to execution. STOA also emphasizes the art of debriefing, turning setbacks into stepping stones through honest reflection and learning.

These frameworks challenge readers to stop coasting through life and start owning it. Schmooke's insights are refreshingly direct, blending humor, wisdom, and actionable advice to create a guide that's both practical and empowering.

Why Choose the Handle That Holds is a Must-Read

- **Reclaim Your Time:** Learn how to live intentionally and own the moments that matter.
- **Break Free from the Myths of Leadership:** Discover why true leadership isn't tied to a title or position.

Add Life to Your Years: Stop passing time and start living with purpose and clarity.

SPEAKING TOPICS

Leadership Redefined—Raw, Real, Relatable

Forget the overly polished, rehearsed speaker. Becky Schmooke brings a candid, unscripted approach that feels authentic and personal. Her dynamic talks are crafted for each audience, filled with humor, relatable stories, and actionable insights. Speaking with her audience, not at them, Becky shows how confidence in vulnerability builds genuine connection. She challenges outdated myths, inspiring others to embrace leadership as a lifestyle and own the moments that matter.

Choose the Handle That Holds: Owning the Moments That Matter

True power lies not in what happens to us, but in how we respond. In this keynote inspired by her book, *Choose the Handle That Holds*, Becky introduces her **SAFE** Leadership Framework—Strength, Agility, Flexibility, and Endurance—blended with a fresh, modern perspective on Stoic philosophy. Challenging the misconceptions that Stoicism is rigid or unemotional, Becky shows how its principles are deeply practical, helping us navigate life's challenges with purpose and clarity. This talk empowers audiences to rethink leadership as a lifestyle, embrace resilience, and take charge of the moments that truly matter.

Game Changer: The Process That Redefines and Sustains Success

Success isn't static—it's a moving target. Without the right process, goals slip through your fingers, and failure wastes time instead of driving growth. This keynote introduces **STOA**, a powerful framework that transforms how you set goals, learn from setbacks, and continuously raise the bar. By cutting out wasted effort and unlocking the lessons hidden in failure, STOA helps you achieve real success faster and discover what it means to be beyond resilient. It's the game plan for building a culture where excellence isn't just achieved—it's constantly elevated.

Leadership Unlocked: Breaking the Myths That Hold You Back

What if everything you've been taught about leadership is wrong? Leadership isn't a job title or a position—it's a lifestyle. In this eye-opening keynote, Becky shatters the myths that keep individuals and teams stuck, revealing how true leadership is the key to living fully instead of just passing time. Learn how to lead with purpose, transform everyday moments into opportunities, and unlock your full potential by embracing leadership as a way of being, not just something you do.

Additional talks on each element of SAFE

- Strength of Integrity: Building Leadership from Within
- Agility to Adapt: Embracing Change with Confidence
- Flexibility for Curiosity: Finding Opportunity in Adversity.
- Endurance to Value Process Over Outcome: Leading for Lasting Impact

Meet Becky



Becky Schmooke (pronounced “Smoke”) is a speaker, coach, and founder of Stoic Edge Consulting and Becky’s Mindful Kitchen. In her book, *Choose the Handle That Holds*, Becky challenges conventional ideas of leadership.

She makes the case for leadership as a lifestyle, not a job title. Leadership is the key to living life instead of merely passing time.

Becky’s approach blends Stoic philosophy, modern science, and candid storytelling to equip individuals and teams with practical tools like SAFE and STOA, helping them lead with confidence and purpose. Over the past decade, she has worked with children, corporate leaders, first responders, healthcare teams, and the NFL, earning a reputation for her relatable style, empowering everyone to own the moments that matter.

Becky lives in Iowa with her firefighter husband, three daughters, fifty chickens, ten goats, and two dogs. Her life is never dull, but she wouldn’t have it any other way.



GET IN TOUCH AND LEARN MORE ABOUT BECKY

I post daily on social media, sharing leadership insights, behind the scenes updates and plenty of fun baby goat videos! You can learn more about what I offer on my website, and never hesitate to reach out with any questions!

becky@beckyschmooke.com

beckyschmooke.com

319-325-3464



@beckyschmooke

Becky