

**EXTREME**   
**OWNERSHIP**

**MUSTER // 2019**

**CHICAGO**  
**MAY 23-24**

**DENVER**  
**SEPTEMBER 19-20**

**AUSTRALIA**  
**DECEMBER 4-5**

## **CREATING LEADERS AT EVERY LEVEL**

The Muster is a two-day **PREMIER LEADERSHIP CONFERENCE** that teaches pragmatic leadership tactics and strategies to all levels of leadership in every field. The principles taught are derived from former U.S. Navy SEALs Jocko Willink and Leif Babin who led the most highly decorated special operations unit of the Iraq war, SEAL Team Three Task Unit Bruiser.

Upon return from that deployment, Jocko and Leif created and implemented combat leadership training from the lessons they learned on the battlefield. After departing the SEAL Teams, they started teaching these same leadership principles in the civilian sector and captured them in the book **Extreme Ownership: How U.S. Navy SEALs Lead and Win**, a #1 New York Times, #1 Wall Street Journal and #1 Amazon Bestseller, now a staple of leadership methodology at scores of businesses, corporations, teams, and organizations around the world.

The Muster dives deep into the leadership principles in the book and gets granular. It provides clarity on specific steps that leaders must actually implement in their world and provides tactics, techniques, and procedures to overcome leadership challenges that occur in every industry and within every team.

Whatever challenges a company or organization may have, leadership is the solution. Costs are too high? Leaders must get them under control. Inefficient processes? Leaders must guide their revision and effective execution. Missing deadlines? A leader must get the team on track and hold the line. Disputes amongst employees or between leaders? A leader must deescalate and be the peacemaker.

At the Muster, leaders learn that they must own everything in their world - everything that impacts their mission. Muster provides your leaders the tools, the mindset, and the wherewithal to identify problems, take ownership of them, find solutions, and get those solutions implemented enabling your entire organization to **LEAD AND WIN**.

**ECHELON**  
**FRONT** 

# AGENDA HIGHLIGHTS

## #0445CLUB

4:45am group physical training sessions\*

## TRAINING | EDUCATION

Training and education on Extreme Ownership leadership principles and their application to business and life

## FIRE TEAM EXERCISES

Small group, practical application exercises of leadership principles

## ACCESS | ENGAGEMENT

Informal, no-holds-barred conversations, Q & A, and engagement with Jocko, Leif and entire EF Team throughout the conference

## NETWORKING | SOCIAL

Interact and engage with leaders at every level, from all industries, who want to get after it

## BJJ

Introduction to Brazilian Jiu Jitsu with Jocko and Echo Charles\*

See full agenda at:

[WWW.EXTREMEOWNERSHIP.COM](http://WWW.EXTREMEOWNERSHIP.COM)

*\*Events optional*

# THE TEAM



## JOCKO WILLINK | LEIF BABIN

Decorated Former Navy SEAL officers, authors of the #1 New York Times bestselling book *Extreme Ownership: How U.S. Navy SEALs Lead and Win*, and co-founders of Echelon Front, where they are leadership instructors, speakers, and executive coaches.

## DAVE BERKE

Retired Marine Corps Officer | TOPGUN Fighter Pilot Instructor | John Hopkins School of Advanced International Studies

## JP DINNELL

Former Navy SEAL | Naval Special Warfare Training Instructor

## FLYNN COCHRAN

Former Navy SEAL | McKinsey & Co. | Harvard Business School

## MIKE SARRAILLE

Retired Navy SEAL | VETTED.org Founder | UT McCombs Business School



# WHO ATTENDS MUSTER?

BASED ON MUSTER 001-004 SURVEYS



PAST ATTENDEES REPRESENT:

50

U.S. STATES

17

FOREIGN COUNTRIES

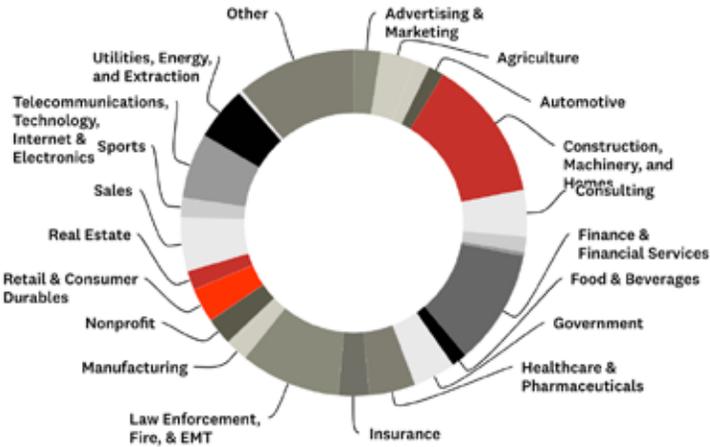
58

INDUSTRIES

1613 LEADERS AT EVERY LEVEL

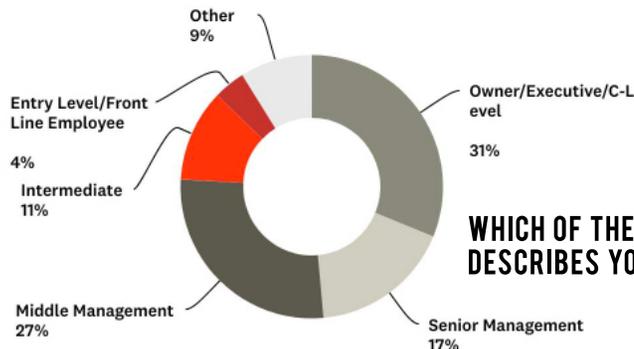
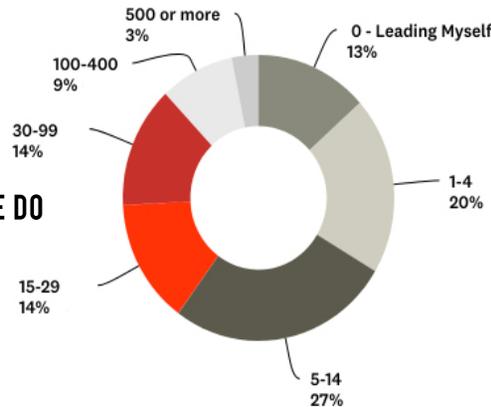
A GATHERING FOR ALL WHO WANT TO **DOMINATE THEIR BATTLEFIELD**, FOR LEADERS AT EVERY LEVEL AND THOSE WHO ASPIRE TO BE LEADERS.

**MUSTER**



WHICH BEST DESCRIBES THE PRINCIPAL INDUSTRY OF YOUR COMPANY / ORGANIZATION?

APPROXIMATELY HOW MANY PEOPLE DO YOU **LEAD** IN YOUR ORGANIZATION?



WHICH OF THE FOLLOWING BEST DESCRIBES YOUR CURRENT JOB LEVEL?

# TESTIMONIALS

"After sending 15 of my leaders to the Extreme Ownership MUSTER, **EVERY area of our business has improved**, from top line growth down to the overall cleanliness of our bathrooms".

Chris Cavallini, CEO | NUTRITION SOLUTIONS

"In my 20-year career, this was **the best, most organized and overall effective** leadership conference I have ever attended"

Harvey Berman | Director of Strategic Business Development | KONTRON

**"One of the best leadership experiences, training and tools out there today.**

It transcends every industry and every job position or title. It takes away every excuse that people try to use for why they are not executing. My team has come back and immediately started making significant impacts with their people and how they lead!"

John Laskowsky, CEO | C&M CORPORATION

**"Extreme Ownership Muster is without question the #1 leadership gathering available in the marketplace.** Sending our people (20+) to the Muster has had an exponential impact on our business in terms of team morale, our ability to scale, and employee performance. The leadership principles discussed at the Muster directly correlate to leadership situations encountered in the business world everyday, and the Muster will arm your staff with the tools they need to lead and win!"

Zach Young | Chief Operating Officer | KAST CONSTRUCTION

**"Muster is transformational.** I was challenged as a leader to be better at work and home. It can benefit any leader, at any level, from any organization."

Chris Perez | Officer | CHANDLER POLICE DEPARTMENT

**"Get to the MUSTER. Period.** I found the Extreme Ownership MUSTER more applicable and enlightening than any leadership training I've ever attended."

Joy Milkowsky | Chief Marketing Officer | DATA FILE TECHNOLOGIES

## PRICES

Advanced rate pricing | **\$2195**

Retail ticket price | **\$2595**

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## GROUP DISCOUNTS

3-5 tickets | \$300 off each ticket

Use the code **GROUP32019**

6-9 tickets | \$400 off each ticket

Use the code **GROUP52019**

10 or more | \$500 off each ticket

Use the code **GROUP102019**

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## SERVICE DISCOUNTS

Service Member | \$1200 discount Use the code **SERVICE2019**

Limited number of discounts available for **ACTIVE DUTY** Law Enforcement, Fire, First Responders and Government/Military Personnel

## QUESTIONS?

Email us:

**MUSTER@ECHELONFRONT.COM**

Learn More:

**www.EXTREMEOWNERSHIP.com**





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