

**EXTREME
OWNERSHIP**

A C A D E M Y



ON-DEMAND LEADERSHIP COURSES
WITH JOCKO WILLINK AND LEIF BABIN

Every problem you face, in business and in life, is a leadership problem. Leadership is the most challenging of human endeavors. It is often misunderstood. It can bewilder, mystify, and frustrate even the most dedicated practitioners. Leaders at all levels are often forced to use theoretical guesswork to make decisions and lead their troops.

It doesn't have to be that way.

There are leadership principles that will solve your problems. There are tenets to follow, skills that can be learned, and maneuvers that can be practiced and executed. There are leadership strategies and tactics that have been tested and proven on the battlefield, in business, and in life.

Leadership is a skill. Like any skill, leadership can be taught and learned. But it requires continuous training and effort to develop your leadership skills. You can't go to the gym once and expect to be in the best shape of your life. You have to train consistently, multiple times per week, for extended periods of time, to develop your physical capability. Likewise, developing your leadership skills requires continuous effort.

The Extreme Ownership Academy is our online **leadership training program** that allows you to train leadership consistently, turning the leadership principles of Extreme Ownership into practical **skills** that you can use in every capacity to **solve problems and drive results**.

Like any other skill, you have to consistently work to get better.



\$419.88 ANNUAL MEMBERSHIP INCLUDES:

LEADERSHIP IS THE SOLUTION

Beyond the concepts in Jocko Willink and Leif Babin's #1 New York Times bestselling book, *Extreme Ownership: How U.S. Navy SEALs Lead and Win*, and *The Dichotomy of Leadership*, Extreme Ownership Academy progressively elevates your effectiveness as a leader by diving deeper into the principles enabling you to:

- Achieve greater insight and understanding of Extreme Ownership and how to apply it
- Test your practical knowledge
- Accelerate learning through role play demonstrations of the right and wrong application of these principles
- Guide your actions in practical, everyday implementation to solve problems

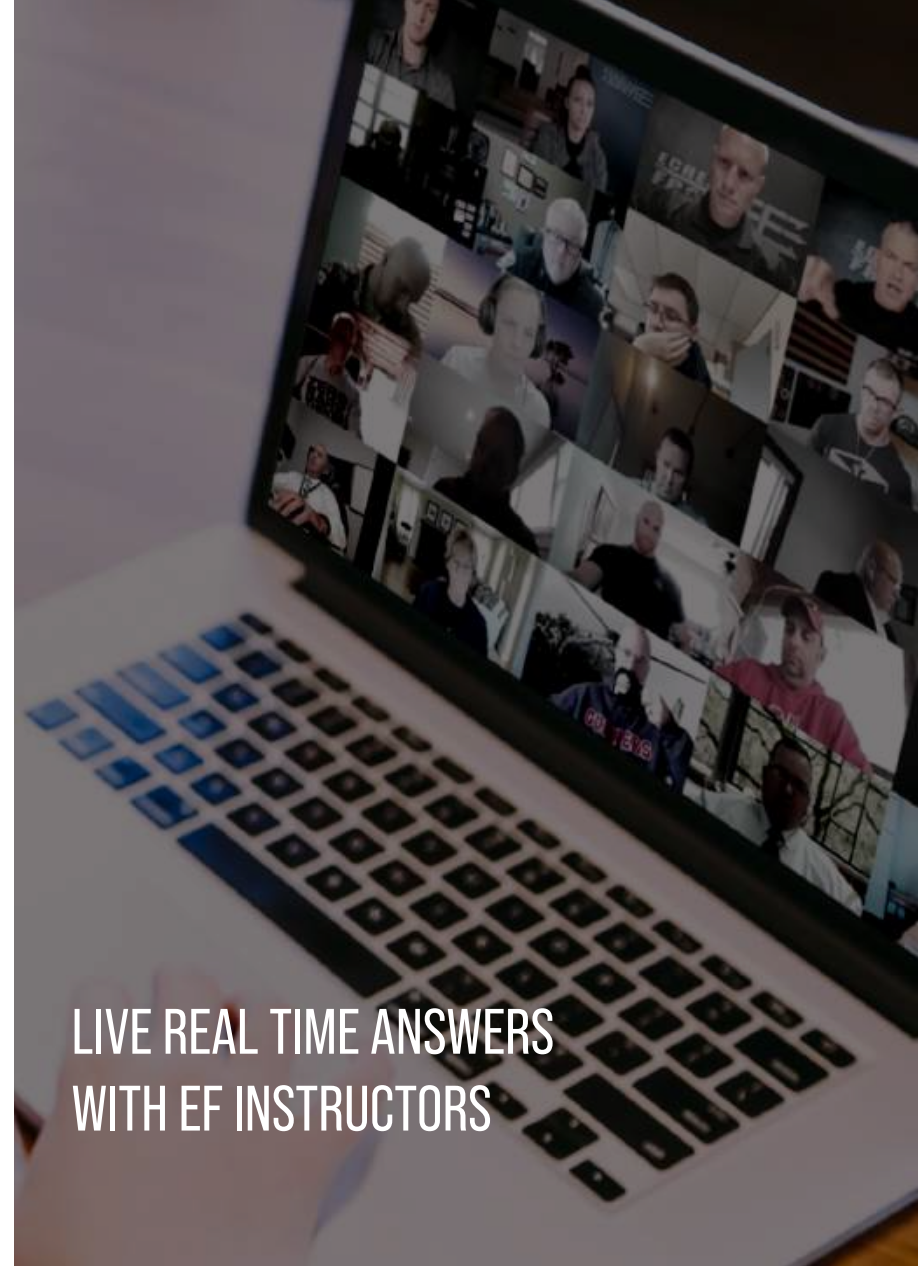
JOIN THE EF TEAM

LIVE DISCUSSION AND Q&A WEEKLY

The weekly LIVE sessions provide participants direct access to the Echelon Front Cadre of instructors, including Jocko Willink and Leif Babin, who provide insight and guidance on how to best handle your leadership challenges. These sessions will help you identify your problems, build a solution, create a plan to implement, and get your problems solved.

Extreme Ownership LIVE sessions enable you to:

- Talk through your specific leadership challenge
- Determine the root cause of the issue
- Address the problem and solve it



LIVE REAL TIME ANSWERS
WITH EF INSTRUCTORS

STRAIGHT FROM THE BOOK

THE FOUNDATION COURSES

Every good training program **MUST** establish a firm foundation in the fundamentals. In the Extreme Ownership Academy, we build that foundation in the leadership fundamentals from the books, *Extreme Ownership: How U.S. Navy SEALs Lead and Win* and *The Dichotomy of Leadership*.

The Foundation Courses consist of:

- **26 courses** --26 hours of video with an in-depth review of Extreme Ownership and Dichotomy Of Leadership
- **Interactive application exercises** that clarify and expand on the lessons and how to actually utilize the principles
- **Learning checks** -- each based on the learning outcomes of the corresponding chapter of the book. .



DIGITAL BADGE CERTIFICATION

After completing the Extreme Ownership section, you'll receive your completion badge. You can then proudly display this digital badge on your **LinkedIn profile**, as well as on your **Facebook, Twitter, or ZipRecruiter** account.

Rapidly advancing from education to implementation, each course is structured into six training segments to solidify comprehension:



1. Combat Example:

Pulled from our military experiences, see the origin of each leadership lesson and its impact on the battlefield.



2. Principle:

Read exactly what this principle is and explore what it looks like in business or everyday life and the most common mistakes that are made with it



3. Business Application:

Learn how to apply it to real problems directly in your world with multiple business application examples and case studies that produce results in the real world.



4. Role Play Demonstration:

Using realistic examples from real-world challenges, engage in role play demonstrations to provide breakthrough insight into how to use each Extreme Ownership principle.



5. Application Exercises:

Given a challenging leadership scenario, you are faced with a series of decisions to solve a problem. Choose right or choose wrong. Either way, you'll receive immediate feedback, explanations of WHY to guide you to greater knowledge and understanding for direct application to your world.



6. Learning Check:

A short quiz provides a final check of your understanding to help you lock the tools and techniques into your memory, where you can access them in real-time to solve your leadership challenges as they arise.

TAKE OWNERSHIP

EACH COURSE HAS ONE SINGULAR GOAL: RESULTS



Extreme Ownership Academy takes you beyond understanding Extreme Ownership. It focuses on the actual implementation of the principles because that is **how you solve your own leadership challenges and impact the lives of the people around you.**

Courses Currently Available:

- Extreme Ownership (12 Individual Courses)
- The OODA Loop
- Barriers To Extreme Ownership
- The Indirect Approach
- The Dichotomy of Leadership (12 Individual Courses)



\$419.88 PER PERSON

ANNUAL MEMBERSHIP ALSO INCLUDES:

WEEKLY DISCIPLINES

Quick-hitting leadership Primer videos and Immediate Action Drills to directly implement and apply leadership skills in your world. Get your mind ready to lead your team to victory every week.

QUESTION OF THE WEEK

EF instructors answer trending leadership questions from real leaders in our LIVE sessions. Learn from other leaders and apply Extreme Ownership principles to your situation to solve the problems you are facing.

THE BRIGADE

Learn from and interact with like-minded leaders, as well as the Echelon Front instructor cadre, on our members-only forum. Collaborate anytime, anywhere, solving leadership problems like yours with like-minded leaders from all over the world.



BUILT FOR SCALE

IMPLEMENTATION PROGRAM FOR TEAMS

Implement training facilitated by your team with:

- Facilitator Resource Binder
- Customer Success Manager
- Reporting to Track Participant Engagement
- Discussion Guides
- Implementation Tools and Concepts
- Email Templates

Please contact us for an exploratory call.

EXTREMEOWNERSHIPACADEMY.COM | EVERY PROBLEM IS A LEADERSHIP PROBLEM

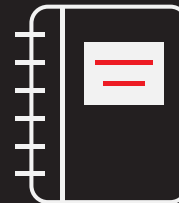
PARTICIPANTS WILL COMPLETE THE FOLLOWING COURSE WORK FOR EACH OF THE 12 LEADERSHIP PRINCIPLES.



1. READ A CHAPTER IN THE BOOK



2. COMPLETE EO ACADEMY MODULE



3. FILL OUT WORKBOOK

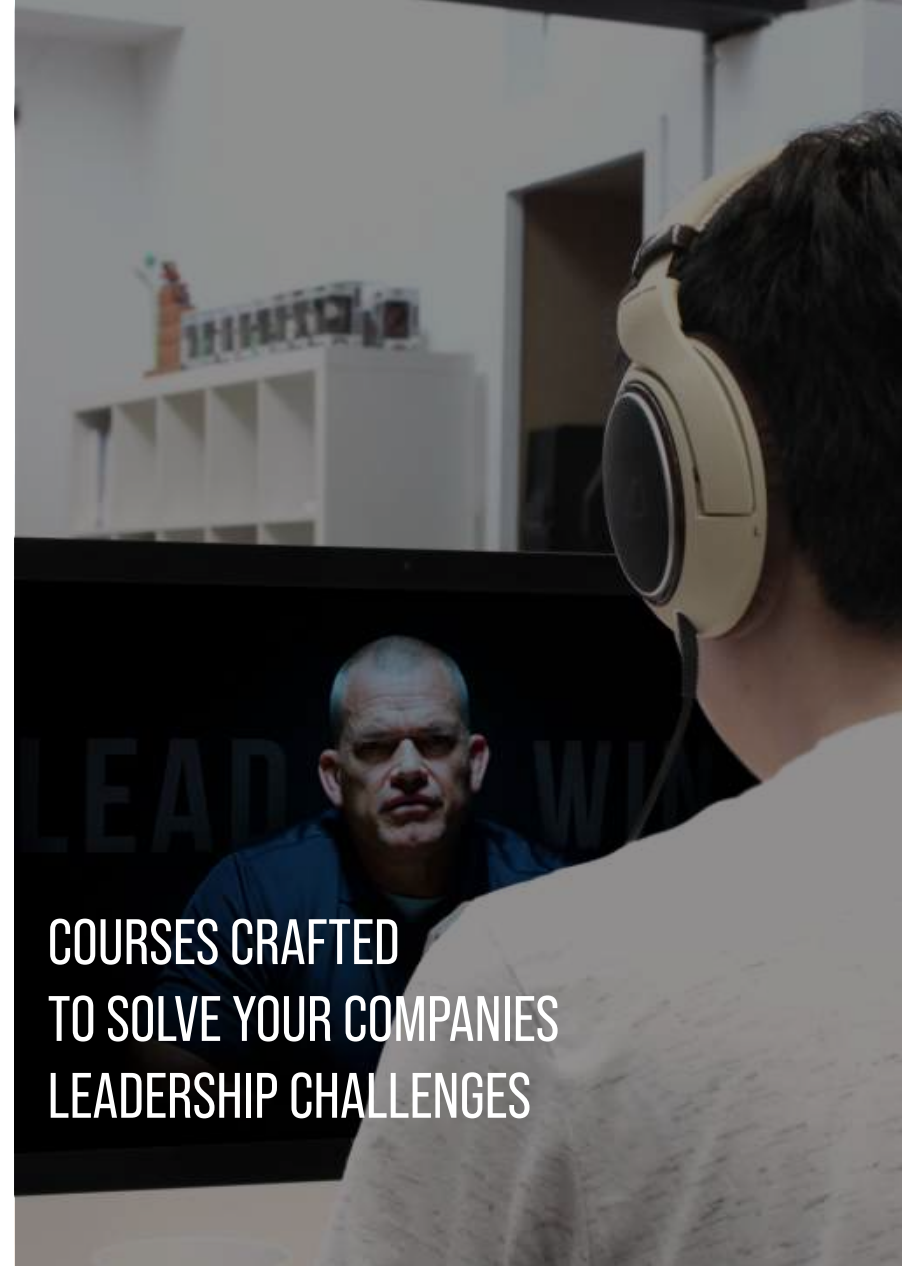
ENTERPRISE OPTIONS

BUILD A COMPANY OF LEADERS

Echelon Front will customize the Extreme Ownership Academy learning experience to meet your company's mission with the following options:

- Reporting features
- Industry or company-specific courses
- Logo-branded content
- Instructor kickoff sessions
- Dedicated Brigade forum
- Self-hosting options
- LMS integration

Please contact us for an exploratory call.



**COURSES CRAFTED
TO SOLVE YOUR COMPANIES
LEADERSHIP CHALLENGES**



ECHELON FRONT

FOR MORE INFORMATION VISIT EXTREMEOWNERSHIPACADEMY.COM