

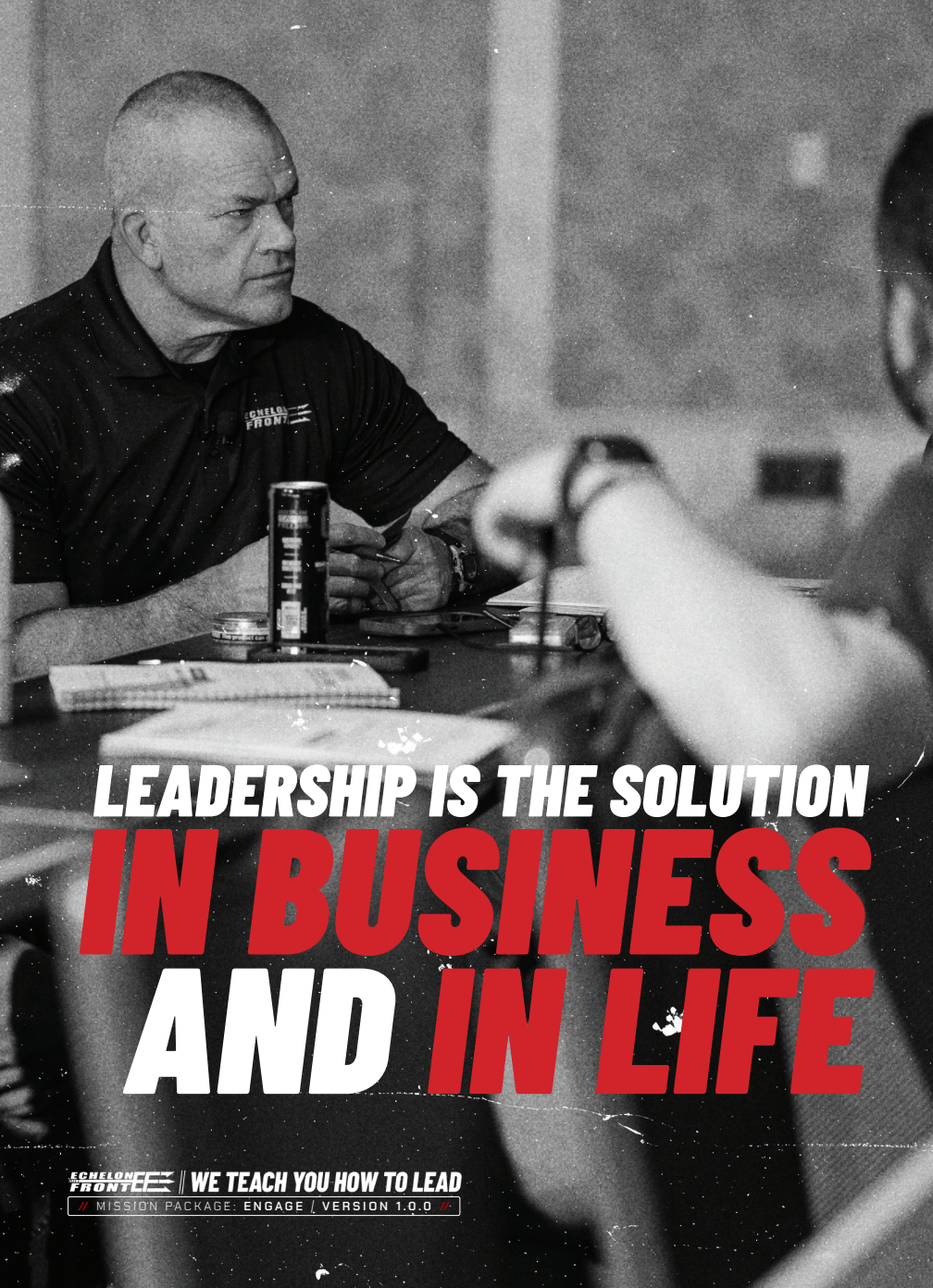
ENGAGE

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**ECHELON
FRONTIER**

// WE TEACH YOU HOW TO LEAD



LEADERSHIP IS THE SOLUTION
IN BUSINESS
AND IN LIFE

ECHELON FRONT // **WE TEACH YOU HOW TO LEAD**
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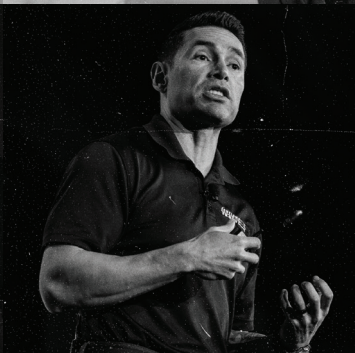
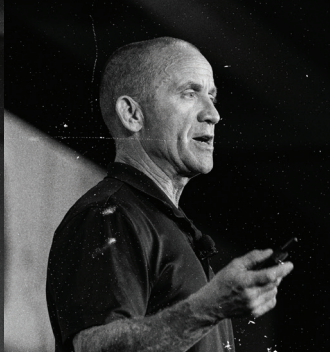
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LEADERSHIP SOLUTIONS

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LEADERSHIP TRAINING FOR **YOUR TEAM**

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KEYNOTES AND WORKSHOPS



Keynotes & Workshops are dynamic training sessions where Echelon Front instructors bring the principles of Extreme Ownership to life. Your team learns practical leadership tools they can use immediately: simple, clear, and built for real-world results.

ON-SITE LEADERSHIP TRAINING KEYNOTES

Our instructor cadre delivers powerful keynote sessions grounded in real battlefield experience and a decade plus of leadership consulting in business. Each keynote is crafted to challenge perspectives, simplify complex ideas, and make leadership accessible for every level of your organization. ***Every keynote is customized to your goals*** to ensure it hits the mark and drives impact.

ON-SITE LEADERSHIP WORKSHOPS

Workshops give your team hands-on training in the principles of Extreme Ownership. Whether half-day or multi-day, onsite or virtual, these sessions create space for discussion, problem-solving, and real application to your team's challenges. Teams consistently report stronger communication, better alignment, and measurable improvement in performance.

LEARN MORE



LEADERSHIP SOLUTIONS / IN-PERSON TEAM TRAINING

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TRAIN TOGETHER
EXECUTE BETTER
WIN
CONSISTENTLY

IMPLEMENTATION PROGRAM



The Implementation Program is a self-paced, team-wide, scalable leadership virtual training designed to help organizations live Extreme Ownership. Each month, teams receive focused lessons and practical exercises that build a shared language, a simple cadence, and real accountability. The result: consistent execution and measurable performance.

FOUNDATIONAL PROGRAMS

- Extreme Ownership: Learn and apply the foundational principles of taking ownership and leading with confidence.
- The Dichotomy of Leadership: Master the art of balancing opposing forces, like being both a leader and a follower, to drive results.

SPECIALTY PROGRAMS

- Middle Manager: Equip your middle managers with the tools to lead effectively and influence both up and down the chain of command.
- Onboarding/New Hire: Designed to quickly introduce your new employees to leadership the Extreme Ownership way. This course is fully contained within our EO Academy platform allowing onboarding managers to easily track progress and ensure full participation.

LEARN MORE



LEADERSHIP SOLUTIONS / VIRTUAL TEAM TRAINING

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BUILD LEADERS & DEVELOP TEAMS FROM
ANY LOCATION

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EO ✕ **ACADEMY**

EXTREME OWNERSHIP ACADEMY



The Extreme Ownership Academy is Echelon Front's online platform for leadership training. It offers courses, live sessions, assessments, and practical tools that help teams build a shared language, strengthen accountability, and execute with confidence: anywhere, anytime.

TRAIN ANYWHERE

Leadership development shouldn't stop because your people are in different places. The Academy gives teams access to live and self-paced learning from the office, jobsite, or on the road. Training stays consistent and aligned to the same principles, no matter where work happens.

STRATEGY & TACTICS THAT WIN

We don't teach theory. We teach what works in high-pressure situations. Extreme Ownership Academy provides clear frameworks for decision-making, communication, and ownership, along with drills your team can use immediately. Strategy gives direction; tactics turn that direction into results.

LEARN MORE



LEADERSHIP SOLUTIONS / ON-DEMAND TRAINING

ENGAGE // MISSION PACKAGE: PAGE 09 //

A black and white photograph of a woman with long dark hair, wearing a white button-down shirt, speaking on a stage. She is gesturing with her right hand and holding a small device in her left. The background is dark with some light flares.

CUSTOMIZED STRATEGIES TO TRANSFORM YOUR CULTURE

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EELDAP
LEADERSHIP DEVELOPMENT & ALIGNMENT PROGRAM

LDAP

CUSTOMIZED PROGRAMMING & CONSULTING



Leadership Development and Alignment Programs [LDAP] are highly interactive engagements that match clients with a dedicated team of Leadership Instructors. Programs range from just a few months to multi-year engagements to identify and address the organization's most pressing leadership challenges.

LEADERSHIP TAILORED TO YOUR MISSION

Your organization is not generic; your leadership system should not be either. We design a program that fits your goals, culture, and operational realities. Through workshops, coaching, and guided implementation, we help your leaders build a clear, sustainable playbook they can execute with confidence.

ALIGN EVERY LEVEL & MEASURE REAL OUTCOMES

Leadership breaks down without alignment, clarity, and measurement. LDAP installs a consistent cadence for priorities, communication, and ownership so executives, managers, and frontline teams move in the same direction. Then, we track progress against meaningful metrics, linking behaviors to results and making improvement visible and repeatable across the organization.

LEARN MORE



LEADERSHIP SOLUTIONS / CUSTOMIZED PROGRAMMING & CONSULTING

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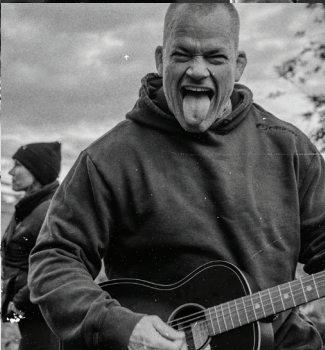


// MISSION PACKAGE: SECTION 2 //



LIVE EXPERIENCES

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FRONTIER



CHANGE

HOW YOU LEAD

D. WIL



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MUSTER

MUSTER

LEADERSHIP CONFERENCE



Our longest running event: **Muster** delivers concentrated leadership training over two days of keynotes, workshops, and scenario practice. This is the flagship Echelon Front experience, and it has redefined the standard for high-impact leadership.

WHAT YOU'LL EXPERIENCE

Led by Jocko Willink, Leif Babin, and the full Echelon Front instructor cadre, MUSTER delivers an intense and highly practical leadership experience. Participants engage in:

- High-impact keynote sessions
- Interactive workshops
- Scenario-based training with instructor guidance

Optional Physical Training, Brazilian Jiu Jitsu, Q&A sessions, and shared meals create additional opportunities for access, connection, and deeper learning.

WHAT YOU'LL TAKE BACK

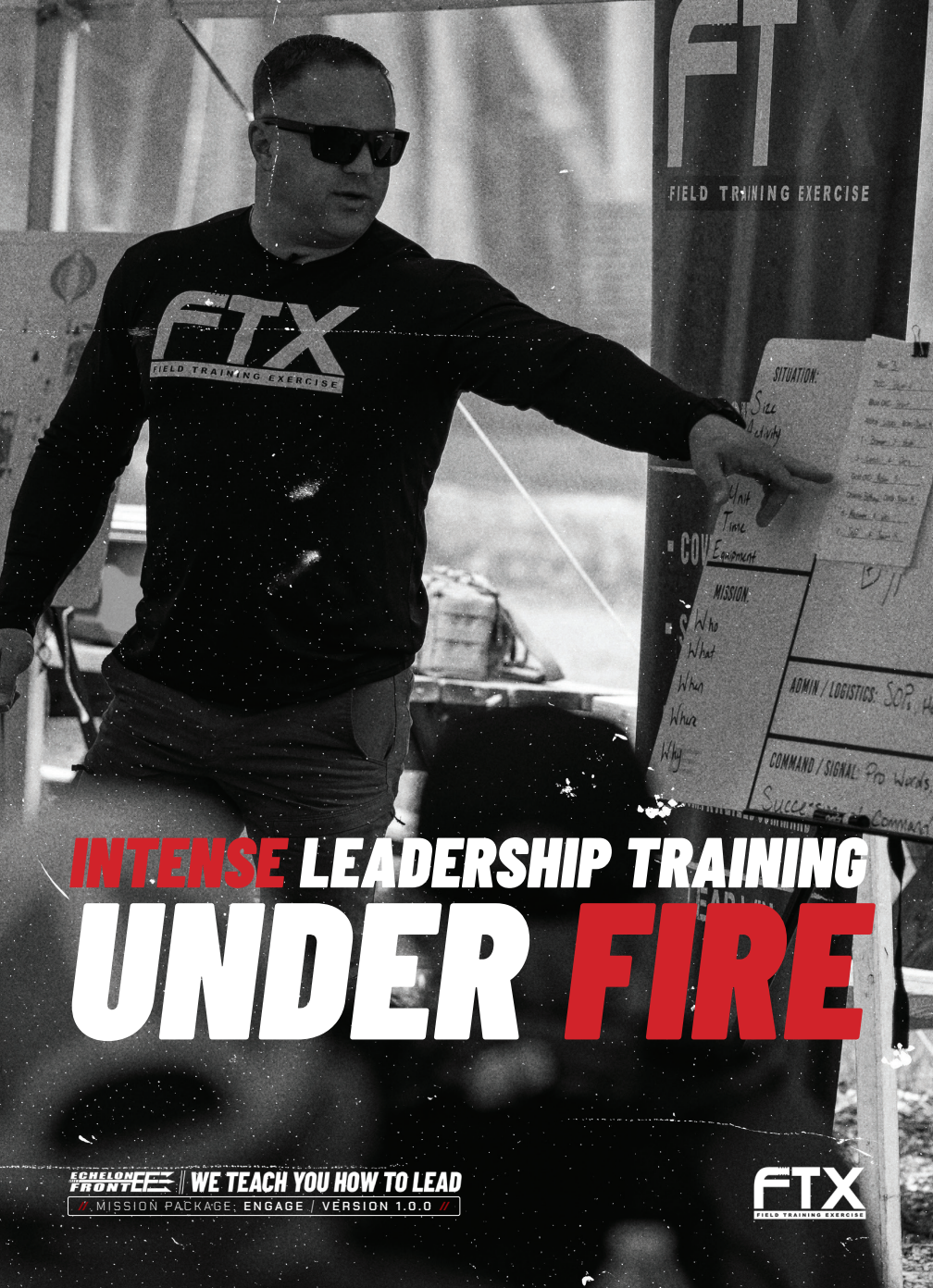
For leaders who perform under pressure. You'll leave with practical tools, clear frameworks, stronger alignment, and the confidence to execute when it matters most.

LEARN MORE



LEADERSHIP SOLUTIONS / THE PREMIER LEADERSHIP CONFERENCE

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FTX
FIELD TRAINING EXERCISE

FTX
FIELD TRAINING EXERCISE

SITUATION:

Size
Activity

Unit
Time
Equipment

MISSION:

Who
What
When
Where
Why

ADMIN / LOGISTICS: SOP, H

COMMAND / SIGNAL: Pro Words
Succession of Command

INTENSE LEADERSHIP TRAINING UNDER FIRE

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FTX
FIELD TRAINING EXERCISE

FIELD TRAINING EXERCISE FTX



FTX is a full-day hands-on leadership lab where teams run high-pressure scenarios, practice planning and communication, and debrief with EF instructors. Stress-test decisions, build alignment, and leave with repeatable behaviors to use immediately.

PRESSURE-PROOF YOUR TEAM

FTX pressure-proofs your team. Run scenarios, plan, communicate, decide, then debrief to lock lessons. Practice the Four Laws of Combat and Extreme Ownership under stress so behaviors stick and performance holds where it counts.

ALIGN & EXECUTE TOGETHER

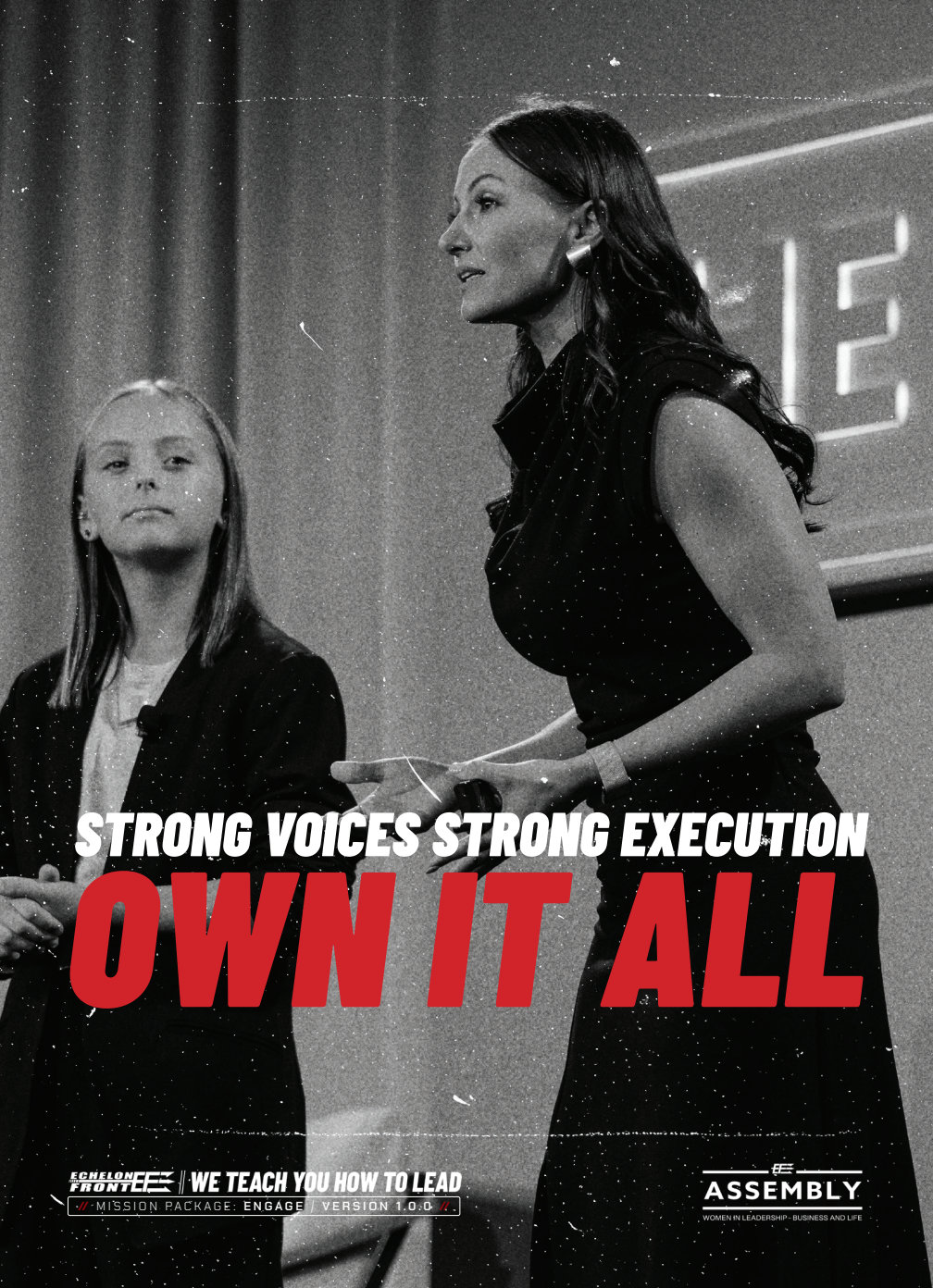
Host FTX as a private leadership off-site tailored to your mission and schedule. We design scenarios around your challenges, align objectives, and install a cadence that carries to work. Leave with shared language and repeatable behaviors.

LEARN MORE



LEADERSHIP SOLUTIONS / ULTIMATE OFF-SITE LEADERSHIP EXPERIENCE

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STRONG VOICES STRONG EXECUTION
OWN IT ALL

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ASSEMBLY

WOMEN IN LEADERSHIP - BUSINESS AND LIFE

ASSEMBLY

WOMEN IN LEADERSHIP



A must-attend event for women who aspire to lead, innovate, and transform their organizations and communities. Rooted in the groundbreaking principles of Extreme Ownership, this immersive conference empowers participants with actionable strategies for effective decision-making, clear communication, and inspiring teams. Interactive workshops, one-on-one coaching, and real-world sessions led by seasoned leaders who understand the unique challenges women face.

WHAT YOU'LL EXPERIENCE

Assembly is more than a conference. It's a community of women committed to growth and leadership. Build real connections, share experiences, and leave with a support network that continues well beyond the event - all while gaining the confidence to take ownership and lead.

WHAT YOU'LL TAKE BACK

For women leading at work, at home, or in their community, Assembly builds the skills and confidence to lead at every level. You'll gain tools that change how you approach challenges, relationships, and success.

LEARN MORE



LEADERSHIP SOLUTIONS / A TRANSFORMATIVE LEADERSHIP EVENT FOR WOMEN

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EE BATTLEFIELD

WALK THE BATTLEFIELD LEARN TO LEAD

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EE BATTLEFIELD

BATTLEFIELD

IMMERSIVE OFF-SITE TRAINING



Battlefield Review is an immersive leadership training experience that brings to life powerful lessons of success and failure on sacred ground where the stakes were highest. Deepen your understanding of strategic and tactical leadership by walking the very terrain where military leaders made decisions that led to victory or defeat.

IMMERSIVE LEADERSHIP TRAINING

Leadership is forged under pressure. Battlefield Review uses historical battles to teach practical, transferable leadership principles. You'll learn how to read the leadership terrain, lead under stress & apply these tactics to any environment - professionally or personally.

UNDERSTAND HIGH-STAKES DECISION MAKING

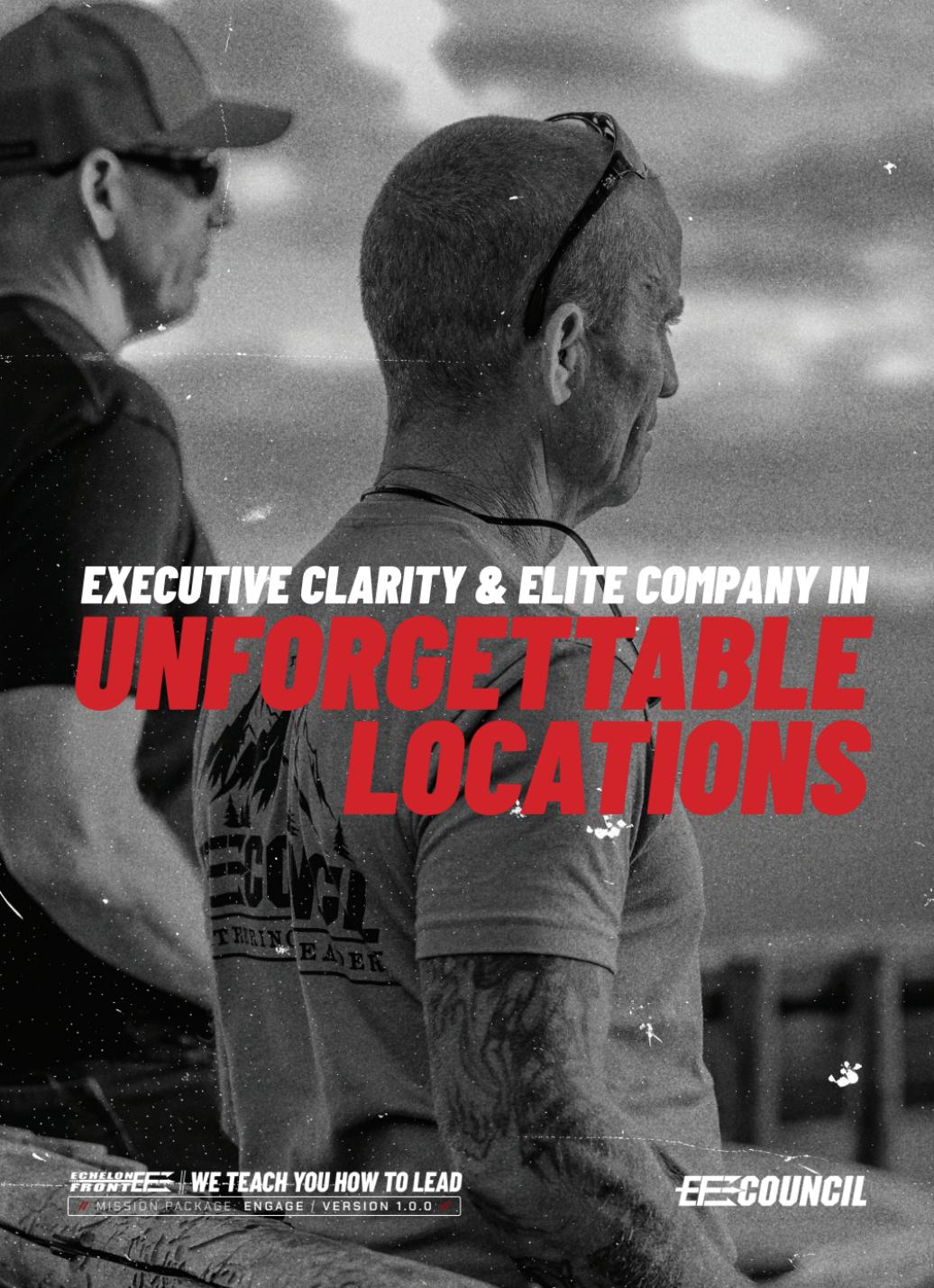
Learn how empowering individuals to lead at every level creates a more agile and effective team. Echelon Front's instructors, who have applied these principles in combat, business, and life, will show you how this decentralized leadership model creates potential and drives success. Get ready to transform your team.

LEARN MORE



LEADERSHIP SOLUTIONS / IMMERSIVE LEADERSHIP TRAINING

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EXECUTIVE CLARITY & ELITE COMPANY IN
UNFORGETTABLE
LOCATIONS

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EE-COUNCIL

COUNCIL

AN EXCLUSIVE RETREAT



Council is a two-day executive retreat with Jocko Willink, Leif Babin, and the Echelon Front instructor cadre. Held in a mountain setting, leaders engage in coaching, workshops, and deep discussion—and leave with a clear plan and the accountability to execute it.

GATHER WITH OTHER LEADERS COMMITTED TO GROWTH

Unlike traditional leadership retreats, Council focuses on practical, hands-on learning. This isn't a passive experience where you sit back and listen, it's a fully engaged retreat where you'll be challenged to reflect, adapt, and grow. The intimate setting allows for deeper conversations, personalized feedback, and meaningful connections with like-minded leaders. Every moment is designed to maximize impact, ensuring you leave not just inspired, but equipped to lead and win.

AN UNFORGETTABLE EXPERIENCE

Spend two days in the Washington mountains with the EF instructor team through guided workshops, candid conversations, and personalized coaching. The environment creates space for focus, clarity, and meaningful connection—making the experience as impactful as it is memorable.

LEARN MORE



LEADERSHIP SOLUTIONS / AN EXCLUSIVE RETREAT FOR LEADERS

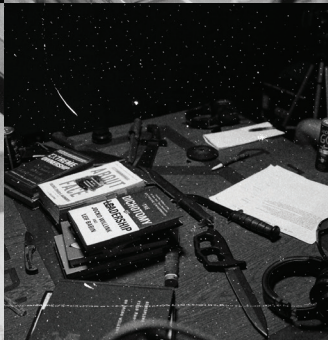
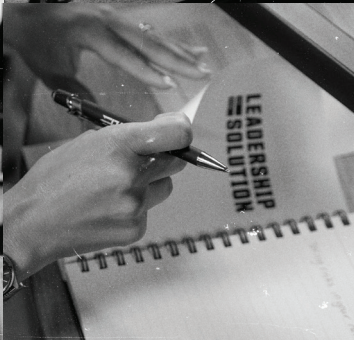
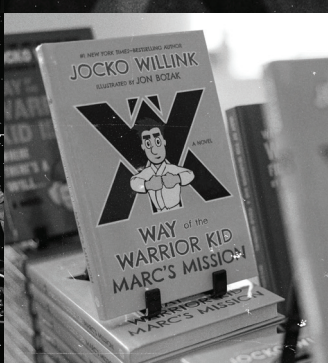
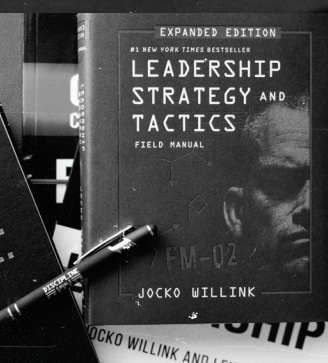
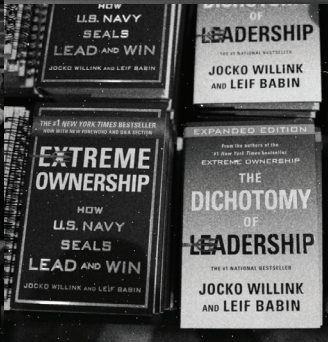
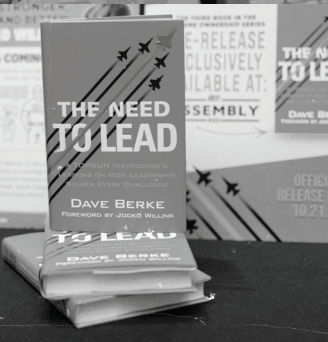
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A black and white photograph of a man with a serious expression, looking down at a book he is holding. He is in a library, with rows of books on shelves visible in the background. The lighting is dramatic, highlighting his face and the book.

// MISSION PACKAGE: SECTION 3 //

TOOLS & RESOURCES

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FRONT



LEADERS ARE **READERS**



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BOOKS

CRUCIAL TRAINING TOOLS



Jocko Willink and Leif Babin's bestselling leadership books turn combat-tested lessons into practical tools anyone can apply. Their work provides clear, actionable principles that help leaders take ownership, communicate effectively, and win in any environment.

WHY THESE BOOKS MATTER

These books translate real-world experience from the battlefield and the boardroom into simple, powerful frameworks for leadership. *Extreme Ownership* has reshaped how organizations think about responsibility, discipline, and execution. *The Dichotomy of Leadership* explores the balance required to lead well, while *Leadership Strategy and Tactics* serves as a field manual for navigating day-to-day leadership challenges.

THE NEXT BOOK IN THE SERIES: THE NEED TO LEAD

The Need to Lead invokes the classic Top Gun movie quote. It is also an undeniable truth that author Dave Berke experienced as a Marine Corps officer, fighter pilot, TOPGUN instructor, ground combat leader, husband, and father. This book, based on his experiences and teachings, helps readers be better leaders and understand that leadership is a universal requirement for success, no matter the environment.

LEARN MORE



LEADERSHIP SOLUTIONS / TRAINING MATERIALS

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LEADERSHIP IS A LIFELONG **PRACTICE**



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PODCAST & NEWSLETTER



Two Powerhouse Resources that make Extreme Ownership actionable: a weekly Rundown newsletter with real-world scenarios and concrete steps, and the Lead. Win. podcast for applying the principles to business, family, and life. These are the reps for taking ownership.

THE EXTREME OWNERSHIP RUNDOWN NEWSLETTER

The Extreme Ownership Rundown is a great resource for you and anyone looking to apply the principles of Extreme Ownership to their lives. Written by Leif Babin, co-author of Extreme Ownership and decorated combat leader, this newsletter delivers valuable insights and practical real-world scenarios to help you succeed in your personal and professional life. Each edition provides actionable steps for you to take on your leadership journey.

LEAD. WIN. AN EXTREME OWNERSHIP PODCAST

Lead. Win. delivers hard-earned lessons, battle-tested principles, and real-world strategies to help you excel. Join Leif Babin, co-author of Extreme Ownership and decorated combat leader, and Jamie Cochran, leadership instructor and COO of Echelon Front, as they break down core Extreme Ownership tenets and apply them to challenges in business, family, and life. Whether you are a CEO, coach, teacher, or simply striving to lead better, this podcast equips you to take ownership, lead with courage, and win.

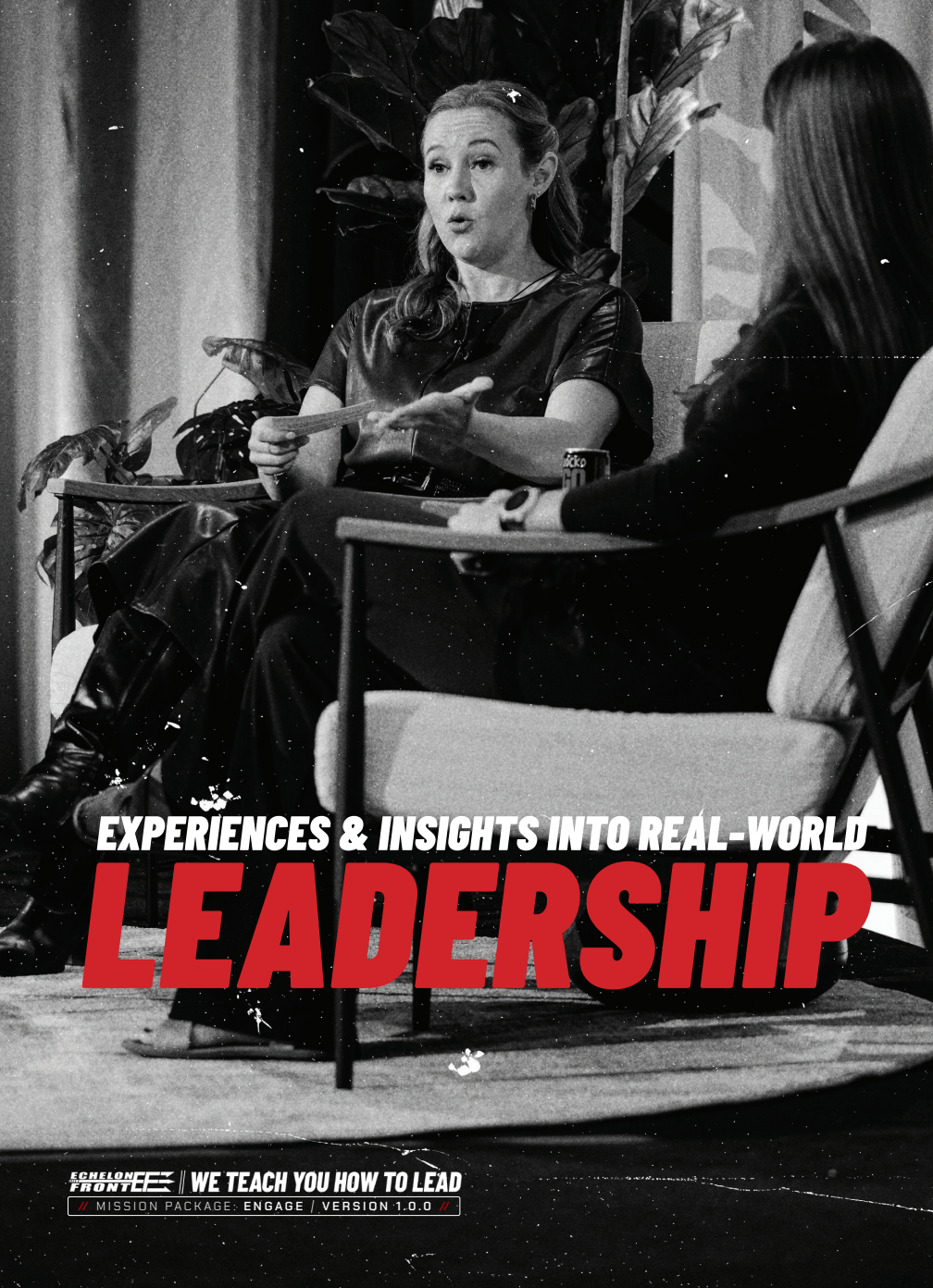
PODCAST

NEWSLETTER



LEADERSHIP SOLUTIONS // FREE REAL-WORLD TRAINING

ENGAGE // MISSION PACKAGE: PAGE 29 //



EXPERIENCES & INSIGHTS INTO REAL-WORLD
LEADERSHIP

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LIVE & FREE RESOURCES FOR WOMEN



Free monthly virtual leadership sessions for women. Discuss real challenges, ask questions, and build community with like-minded women leaders across various backgrounds & industries.

FREE MONTHLY LIVE SESSIONS: WOMEN'S ASSEMBLY LIVE

Free monthly virtual live sessions for women leaders in every capacity. Join us for various leadership topics for discussion, all of which are centered around the leadership problems and challenges unique to women. These sessions are interactive and provide an opportunity for you to ask questions and engage with Echelon Front instructors like Jamie Cochran, Meg Miller, and Corey Mize.

LEARN MORE



LEADERSHIP SOLUTIONS / FREE RESOURCES FOR WOMEN

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EVERYONE LEADS
EVERYONE
LIVES

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LIVE & FREE

FIRST RESPONDER RESOURCES



Echelon Front equips first responders with battle-tested leadership training built for dynamic, high-risk environments. We deliver clear frameworks and practical tools so agencies strengthen decision-making, communication, and performance when it matters most.

ROLL CALL EVENTS

A one-day leadership course for active-duty first responders—law enforcement, fire, EMS, military, and government personnel—who operate in dynamic, dangerous environments. The day focuses on cross-training, real-world scenarios, and Extreme Ownership so participants learn to identify problems, take ownership, and implement solutions to lead and win.

LEXIPOL TRAINING

A six-part leadership series for public-safety agencies that equips supervisors and officers to encourage, inspire, and lead their teams using Extreme Ownership principles. Designed by Jocko Willink and Leif Babin, the program provides practical tools to lead and offers continuing-education credit (CAPCE; POST approved in many states).

ROLL CALL



LEXIPOL



LEADERSHIP SOLUTIONS / FIRST RESPONDERS

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IF THE TEAM WINS, EVERYONE WINS.
IF THE TEAM FAILS, EVERYONE FAILS.

