

# EXTREME OWNERSHIP IN ACTION

*Real-World Client Case Studies* that outline how Echelon Front helps **businesses like yours.**



# EXTREME OWNERSHIP IS A GAME CHANGER



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# IT CAN BE **LEARNED.**

**WE'LL SHOW YOU HOW.**

*For years, Echelon Front has been helping clients learn to utilize the principles of Extreme Ownership. When these tools are combined and implemented, they turn organizations around. The following case studies show that every business - no matter the arena - can benefit. If you'd like to learn how EO can take your leadership skills, your team, your business - **your life** - to the next level, read on.*

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# NORTHERN ARIZONA HEALTHCARE

TWO YEARS. 200 LEADERS. A COMPLETE CULTURAL OVERHAUL.

After the COVID-19 pandemic shook the healthcare industry, executives at Northern Arizona Healthcare (NAH) started to notice that leadership was a core issue within their organization. Healthcare professionals are rigorously trained to be capable of caring for patients, but most programs lack formal leadership training. In the dynamic and often chaotic environment of a hospital, leadership is crucial to the staff's ability to successfully administer that quality medical care that every patient deserves.

NAH brought in Echelon Front to create and implement a full leadership development program for its top 200 leaders. Over the course of that **two-year program**, those leaders went through multiple workshops, virtual sessions, and online leadership courses to improve and sustain their leadership skills. The training of these core leaders led to a ripple effect throughout the entire organization.

## ***It created a culture of Extreme Ownership.***

That new culture has led to significant improvements across the organization. One notable change was in the engagement score recorded for those who went through the training. Prior to starting their Extreme Ownership journey, engagement was at approximately **the 60th percentile**. A year into the training program **the engagement for that group jumped to the 96th percentile**. Within those two years, NAH also received **Leap Frog Grade A status** for quality patient care for the first time ever, improved every primary nursing engagement metric with all but one of those metrics now sitting **above the national average**, and saw a **4% decrease in first year attrition**.

Scan this code for a video

**BREAKDOWN**



“ When I was stressed out as a nurse, I would always go back to the ABCs of patient care. What I love most about Extreme Ownership is that it gives me that same type of framework for leadership. **It gives me a checklist of tools to go back to when I'm struggling to solve my leadership problems.**

- NAH Chief Nursing Officer, Tyffany Laurano Sweeney, MSN, RN

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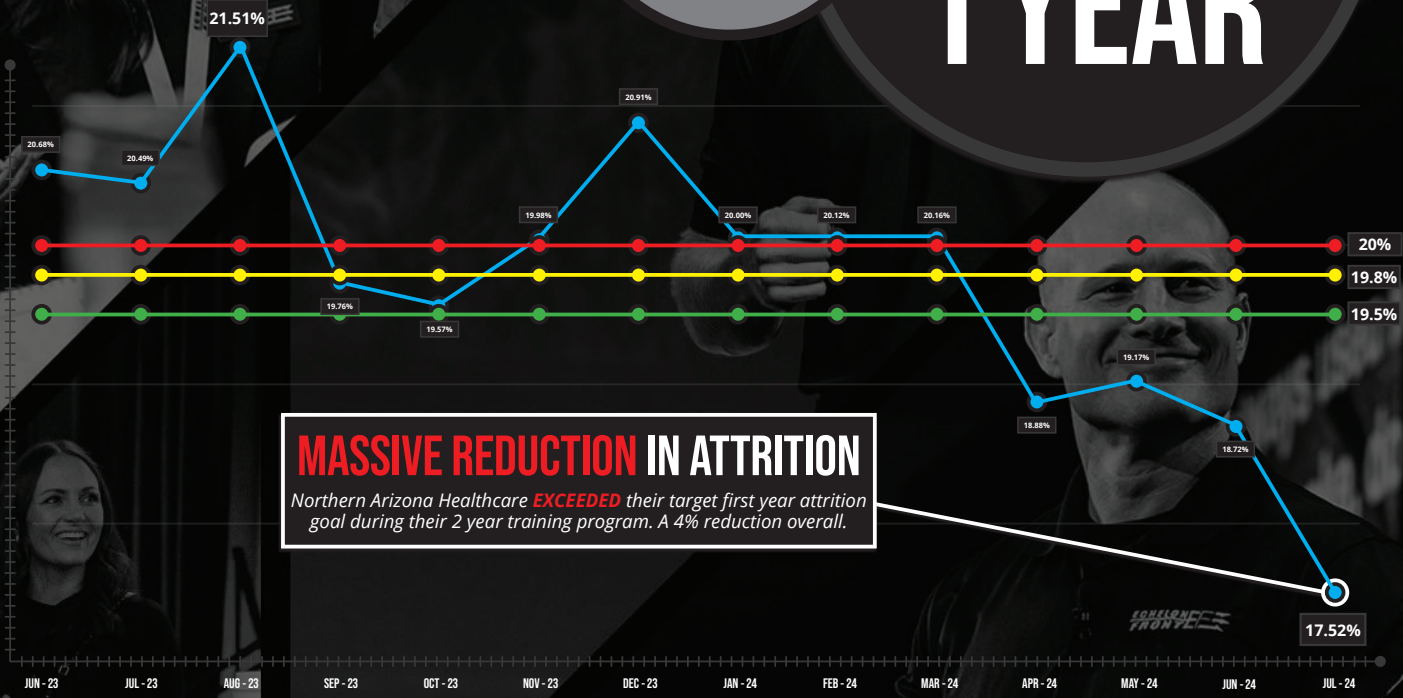
# IMPROVING ENGAGEMENT TO REDUCE ATTRITION

● <1 YOS TURNOVER ● THRESHOLD ● TARGET ● STRETCH

\* ENGAGEMENT SCORES

**60<sup>TH</sup>**  
PERCENTILE PRIOR  
TO TRAINING

**96<sup>TH</sup>**  
PERCENTILE IN JUST  
**1 YEAR**



**MASSIVE REDUCTION IN ATTRITION**  
Northern Arizona Healthcare **EXCEEDED** their target first year attrition goal during their 2 year training program. A 4% reduction overall.

\* GRAPH SHOWS ATTRITION RATE DATA



# GROUNDWORKS FOUNDATION REPAIR

UNIFYING CULTURE, DRIVING GROWTH, AND DISRUPTING AN INDUSTRY

What began as a small foundation repair company quickly became the industry leader, in a large part to the CEO's vision and commitment to Extreme Ownership principles.

After attending his first MUSTER in 2018, Matt Malone, CEO of Groundworks, **recognized that these principles were key to scaling the company and a key differentiator between his company and his competitors.**

Over the past eight years, Groundworks has seen exponential growth and has drastically changed the landscape of the residential foundation repair industry. Every acquisition is integrated through a methodical process, which is highlighted by a significant investment in leadership training through an Extreme Ownership workshop and a dedicated Field Training Exercise (FTX).

These sessions allow current branch leaders and future branch leaders to learn and apply the principles of Extreme Ownership in real-world scenarios and help them directly connect these principles to problems they are currently facing in their branch and home.

All leaders at Groundworks are expected to constantly improve, but Groundworks does not expect them to improve on their own. As a result of this training, **every leader at Groundworks understands the importance of taking ownership and how to solve problems using the 4 Laws of Combat and the Mindsets for Victory.** This approach has not only driven financial success but has prepared the next leaders for expanded roles and solidified a culture of taking ownership.

“If we can get them trained on the Laws of Combat... as we live them, you can empower a business to do remarkable things. If you're going to make investments in people and build a business where the profession is honored, **you have to give them the tools in order to do it.**”

- Groundworks Chief Executive Officer, Matt Malone

# INDUSTRY-LEADING INCREASES THROUGH TEAM BUILDING

# 4000%

## REVENUE GROWTH

\* EMPLOYEE GROWTH: 170 TO 5,500 WITH 30% FROM ACQUISITIONS

**850** EMPLOYEES

COMPLETED  
FTX TRAINING

**250** EMPLOYEES

COMPLETED  
MUSTER TRAINING

**1,100** EMPLOYEES

INTERNAL LEADERSHIP  
WORKSHOPS

**41** ACQUISITIONS

BETWEEN  
2016-2024

\* KEY STATISTICS: GROUNDWORKS + EXTREME OWNERSHIP

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# POCATELLO POLICE DEPARTMENT

TRANSFORMING DEPARTMENT EXPECTATIONS AND COMMUNITY RELATIONS

Extreme Ownership has become integral to the Pocatello Police Department (PPD) and the community. The Chief of Police, inspired by the Extreme Ownership book, saw its potential for law enforcement and implemented its principles.

PPD has adopted the Extreme Ownership and Dichotomy of Leadership programs, with monthly training led by sergeants to discuss its impact. **This focus on leadership has significantly reduced internal investigations and misconduct, saving thousands of dollars and improving performance.**

The department also created its own IECP (Individualized Evaluation and Competency Program) based on Extreme Ownership principles, including a written assessment of how these principles apply to daily scenarios.

**This custom program has saved taxpayers \$20,000.**

Additionally, PPD has fostered community relations through various initiatives. They partnered with Idaho State University athletics to teach student-athletes about Extreme Ownership and launched the Youth Leadership Academy, which trains high school juniors and seniors to mentor at-risk middle school students. The Fentanyl education program, developed by those high school students, aims to teach middle schoolers about the drug's dangers - saving lives.

**While the exact number of lives saved is hard to quantify, the positive impact of these leadership efforts is evident.**

“ A critical part of our success is our partnership with Echelon Front. The principles that they teach are Standard Operating Procedures for leadership. We have used this blueprint many times and **it has helped us navigate the toughest of circumstances.** ”

- PPD Chief of Police, Roger Schei

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THE PPD INDIVIDUALIZED EVALUATION AND COMPETENCY PROGRAM BASED ON EXTREME OWNERSHIP PRINCIPLES HAS

**SAVED TAXPAYERS \$20,000**

WHILE THEIR FENTANYL EDUCATION PROGRAM AIMS TO TEACH MIDDLE SCHOOLERS ABOUT THE DRUG'S DANGERS:

**SAVING LIVES**

**16%**

REDUCTION IN  
**CRIME**

**11%**

INCREASE IN CASES  
**SOLVED**

*“After reviewing some statistics since 2020 implementing EF principles crime is down 15.84% and our solve rate is up 11%.”*

\* KEY STATISTICS: POCATELLO POLICE DEPARTMENT + EXTREME OWNERSHIP

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# SSLLC PLUMBING

**EXTREME OWNERSHIP IS THE FOUNDATION**

SSLLC started as a bold vision—built from the ground up with no safety net. The company’s founder, Scott Sypniewski, took a leap of faith to create something lasting. Failure wasn’t an option. His success is based on building relationships for the success of EVERYONE.

From the very beginning, SSLLC embraced Extreme Ownership, committing to full accountability, high standards, and relentless execution.

Since 2021, SSLLC has generated \$40 Million in revenue, managing multiple projects in two states. With a team of 27 employees, **SSLLC has prioritized leadership development and continuous training, ensuring that every team member operates at the highest level.**

**This commitment to excellence recently led to SSLLC securing a \$9.1 million, 578-unit contract - beating out a competitor with over 50 years in the industry.** Their ability to execute, deliver superior quality, and take ownership set them apart.

Beyond project execution, SSLLC has made relationship-building a core value. Internally, they appointed a Chief Cultural Officer, Kathleen Sypniewski, who is dedicated to supporting individual team members professionally and personally. Externally, strong relationships with clients and vendors have led to referrals, endorsements, and new opportunities. One vendor from Illinois was so impressed with SSLLC’s commitment that they invested \$11 Million into a building/inventory in Colorado Springs, further solidifying SSLLC’s reputation as a trusted leader in the industry.

“ We started SSLLC Plumbing using the principles of Extreme Ownership. It is the foundation of everything we do. **EO has improved every facet of our lives while giving us a competitive advantage in the marketplace.** But the greatest gift we have been given is the impact it has had on everyone around us.

- SSLLC Plumbing, Co-Owner and CEO, Scott Sypniewski

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# THE DIRECT RELATIONSHIP BETWEEN EO AND REVENUE

**+\$40 MIL**

**REVENUE GROWTH**  
\$0 - \$40 MILLION IN 3.5 YEARS

**21**

**EO EVENTS ATTENDED**  
BY 121 SSSLIC TEAM MEMBERS

**97.5%**

**EMPLOYEES IN ATTENDANCE**  
AT EO ACADEMY WEEKLY LIVE SESSIONS

\* KEY STATISTICS: SSSLIC PLUMBING + EXTREME OWNERSHIP

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# GEORGIA TECH

## HOUSING & RESIDENCE LIFE (HRL) DEPARTMENT

Georgia Tech's Housing and Residence Life (HRL) Department provides high-quality, safe, and well-maintained residential facilities for students and select community members. Serving over 8,700 on-campus residents across 49 traditional halls, suites, and apartments, **HRL is a large and dynamic organization**. Its team comprises more than 200 professional staff and over 300 student staff, who bring diverse skills and expertise to directly and indirectly support residents.

From 2016 to 2022, Georgia Tech's HRL department faced significant challenges, including enrollment growth, multiple leadership changes, shifting goals and priorities, and organizational restructuring.

These issues were compounded by the disruptions of the COVID-19 pandemic. In fall 2022, HRL leadership recognized the need to drive meaningful change within the department.

To execute their change management plan, they employed several different Echelon Front services to **create a new culture of Extreme Ownership**. This customized training solution included a keynote presentation, the Extreme Ownership Academy, and attendance at multiple Echelon Front events.

Over the course of the last two years, the department has seen **significant improvement across its units** in the two main areas of focus identified in their change management plan – ownership and collaboration.

“Through implementing the concepts of Extreme Ownership within HRL, I have seen more supportive relationships and clearer communication. **Silos are breaking down and more people are working together to solve problems.** We have become more intentional at defining priorities and debriefing after execution. Most importantly, I'm seeing others take more ownership and lead, from wherever they sit inside the department.

- John Nussear, Director, Georgia Tech Housing & Residence Life

# EO BUILDS

OWNERSHIP, LEADERSHIP & COLLABORATION

**76%** AGREE

## INTERDEPARTMENTAL COLLABORATION

76% OF RESPONDENTS AGREED, TO VARYING DEGREES, THAT INTERDEPARTMENTAL COLLABORATION HAD IMPROVED

**72%** AGREE

## OWNERSHIP

72% OF RESPONDENTS REPORTED AN INCREASE IN OWNERSHIP ACROSS THE DEPARTMENT

**68%** AGREE

## CULTURAL IMPROVEMENT

68% OF RESPONDENTS NOTED AN OVERALL IMPROVEMENT IN HRL'S CULTURE

\* KEY STATISTICS: GEORGIA TECH + EXTREME OWNERSHIP

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# CUSTOMIZED LEADERSHIP SOLUTIONS

## IN-PERSON TEAM TRAINING // KEYNOTES & WORKSHOPS

*ON-SITE LEADERSHIP TRAINING KEYNOTES • ON-SITE LEADERSHIP WORKSHOPS*

## VIRTUAL TEAM TRAINING // IMPLEMENTATION PROGRAMMING

*FOUNDATIONAL PROGRAMS • SPECIALTY PROGRAMS*

## ON-DEMAND TRAINING // EXTREME OWNERSHIP ACADEMY (EOA)

*TRAIN ANYWHERE • STRATEGY & TACTICS THAT WIN*

## CUSTOMIZED PROGRAMMING & CONSULTING // LEADERSHIP DEVELOPMENT & ALIGNMENT

*LEADERSHIP TAILORED TO YOUR MISSION • ALIGN EVERY LEVEL & MEASURE REAL OUTCOMES*



# SCHEDULE A CALL

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// WE TEACH YOU HOW TO LEAD //

# BUSINESS AND ORGANIZATIONAL IMPACT

## 11 YEARS & COUNTING

"This is our 11th year practicing Extreme Ownership – it was a game changer for our failing company 10 years ago and is WHY we have turned it around, are profitable and will always practice it with our team, new members that join and at home!"

- Business Owner, 11-Year EO Practitioner

## FEEDBACK FROM A 25-YEAR LEADERSHIP VETERAN

"I've been in leadership for 25 years. Done many similar classes. This was GREAT. Engaging, practical & easy to understand."

- 25-Year Leadership Veteran

## MILITARY BACKGROUND / CORPORATE APPLICATION

"Training was exceptional and the best corporate training that I've participated in. I have a military background and this session simplified concepts and helped prioritize areas on which we need to focus."

- Corporate Leader, Military Veteran

## TURN THINGS AROUND

"This was such a GREAT workshop and way to reinvigorate the team. I know walking into the kickoff many of us were feeling deflated and defeated, myself included, and this left us feeling more aligned as a team and with a feeling of empowerment that we can at least do everything WE can to turn things around."

- Team Leader, Corporate Workshop Participant

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# REAL RESULTS

Explore **real-world case studies** that showcase the results our clients achieved when they created a culture of **Extreme Ownership** by **partnering with Echelon Front**.

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