

**EXTREME **  
**OWNERSHIP**

**MUSTER**

## 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 face, 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 and the mindsets 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

## TRAINING | EDUCATION

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

## FIRETEAM 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

## OPTIONAL EVENTS

### MORNING PT

4:45am group physical training sessions

### BRAZILIAN JIU JITSU

Introduction to Brazilian Jiu Jitsu with Jocko, Echo Charles and Dean Lister

**[ECHELONFRONT.COM/MUSTER](https://echelonfront.com/muster)**

# TRAINING TOPICS

## COMBAT LEADERSHIP:

LESSONS LEARNED FOR WAR, BUSINESS AND LIFE

## THE LAWS OF COMBAT

Cover and Move

Simple

Prioritize and Execute

Decentralized Command

## MINDSETS FOR VICTORY

Default Aggressive

Innovate and Adapt

Humility: Check Your Ego

Discipline Equals Freedom

Extreme Ownership in Everyday Life

Know your Mission - *The Why*

## IMPLEMENTATION

Training for the real world

Planning - Strategic and Tactical

Taking care of your people

Assessments

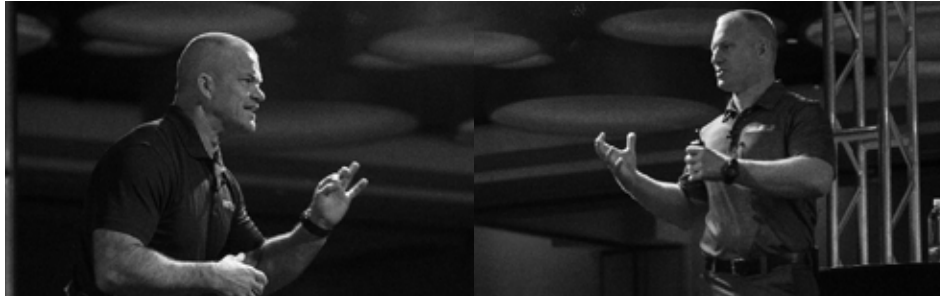
Leading up and down the chain of command

The OODA Loop

The Dichotomy of Leadership

# LEAD.WIN.

# LEADERSHIP INSTRUCTORS



## JOCKO WILLINK | LEIF BABIN

Decorated Former Navy SEAL officers, authors of the #1 New York Times bestseller *Extreme Ownership: How U.S. Navy SEALs Lead and Win* and *The Dichotomy of Leadership*. Co-founders of Echelon Front, a premiere leadership consulting firm.



### ADDITIONAL BEST SELLING BOOKS BY JOCKO WILLINK



**JOCKO WILLINK**

CEO, Co-founder of Echelon Front, Best Selling Author and Host of the Jocko Podcast, Retired U.S. Navy SEAL



**LEIF BABIN**

President and Co-Founder of Echelon Front, Best Selling Author and Leadership Instructor, Former U.S. Navy SEAL



**JAMIE COCHRAN**

Chief Operating Officer, Leadership Instructor



**JP DINNELL**

Director of Experiential Leadership Programs, and Senior Leadership Instructor, Former U.S. Navy SEAL



**DAVE BERKE**

Director of Leadership Development and Alignment Programs (LDAP) and Senior Instructor, Former TOPGUN Instructor and Forward Air Controller, U.S. Marine Corps officer



**JASON GARDNER**

Program Director of the EF Council, support for programs for First Responders and Leadership Instructor, Retired U.S. Navy SEAL



**STEVE WARD**

Program Director for EF Battlefield Reviews and Leadership Instructor, Retired U.S. Navy SEAL



**ANDREW PAUL**

Chief of Staff at Echelon Front and Leadership Instructor, Former U.S. Navy SEAL



**CODEY GANDY**

FTX Program Manager, Leadership Instructor and Law Enforcement Training Coordinator, U.S. Marine



**CARLOS MENDEZ**

Leadership Instructor, Former U.S. Navy SEAL



**MEG MILLER**

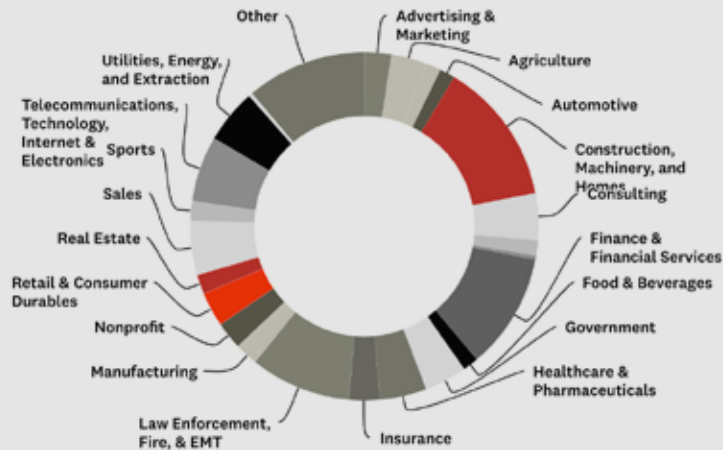
Leadership Development Manager and Leadership Instructor



**CORDELL BENNINGSON**

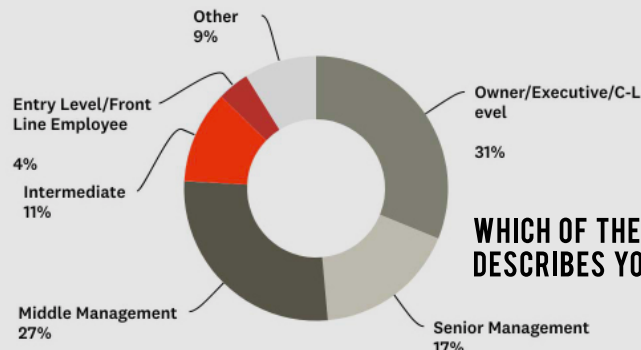
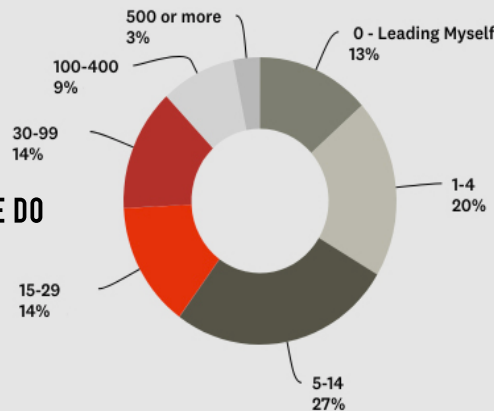
Strategic Partner, Harvard Business School Graduate, Private Equity CEO, Former Marine Corps pilot and Forward Air Controller

# WHO ATTENDS 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?



PAST ATTENDEES REPRESENT:

**50**

U.S. STATES

**17**

FOREIGN COUNTRIES

**58**

INDUSTRIES

**6,400 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**

# 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

Retail ticket price | **\$2,595**

---

## GROUP DISCOUNTS

3-5 tickets | \$300 off each ticket

6-9 tickets | \$400 off each ticket

10 or more | \$500 off each ticket

*The discount will be applied at checkout.*

---

## SERVICE DISCOUNTS

Service Member | \$1295 discount Use the code **SERVE2022**

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

*Visit our website for more information*

---

## QUESTIONS?

Email us:

**MUSTER@ECHELONFRONT.COM**

Learn More:

**ECHELONFRONT.COM/EVENTS**





