

# 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

## 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

## OPTIONAL EVENTS

### MORNING PT

4:45am group physical training sessions

### BRAZILIAN JIU JITSU

Introduction to Brazilian Jiu Jitsu with Jocko and Echo Charles

See more event details:

[EVENTS.ECHELONFRONT.COM](https://events.echelonfront.com)

# 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

## IMPLEMENTATION

The Dichotomy of Leadership

Know Your Mission - The Why

Iterative Decision Making

Leadership Loop

Planning - Strategic and Tactical

The Power of Relationships

Accountability

Training

Barriers to Extreme Ownership

Leadership Challenges

Assessments

# LEAD.WIN.

# EF LEADERSHIP INSTRUCTORS



**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



**JP DINNELL**

Chief Training Officer and Senior Leadership Instructor. Former U.S. Navy SEAL



**DAVE BERKE**

Chief Officer of Development and Curriculum and Senior Leadership Instructor. Retired U.S. Marine Corps Officer, TOPGUN Instructor



**JAMIE COCHRAN**

Chief Operating Officer, Leadership Instructor



**JASON GARDNER**

Director of the Council, and Leadership Instructor. Retired U.S. Navy SEAL



**ANDREW PAUL**

Leadership Instructor, Former U.S. Navy SEAL Officer



**STEVE WARD**

LDAP Director and Leadership Instructor. Retired U.S. Navy SEAL



**CODEY GANDY**

Director of Experiential Training and Leadership Instructor. Former U.S. Marine



**CARLOS MENDEZ**

Leadership Instructor, Former U.S. Navy SEAL  
**TRAINING IN SPANISH**



**SEAN GLASS**

Leadership Instructor, Former U.S. Navy SEAL Officer



**MEG MILLER**

Leadership Development Manager and Leadership Instructor



**COREY MIZE**

Program Director, Sustainment Training Manager, Leadership Instructor



**DANNY ZIEM**

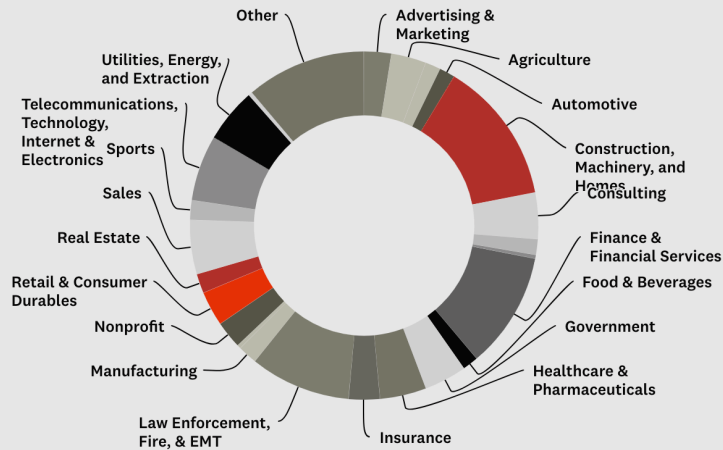
Training Coordinator, Leadership Instructor



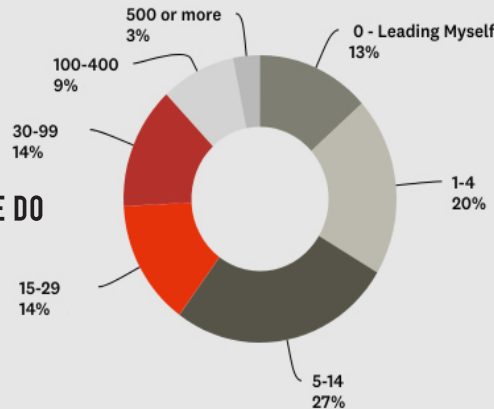
**ROB JONES**

Leadership Instructor, Retired US Marine

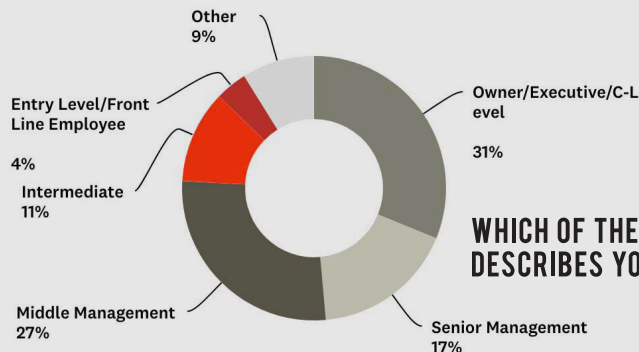
# WHO ATTENDS MUSTER?



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:



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

Ticket price | \$2,900

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## GROUP DISCOUNTS

3-5 tickets | \$350 off each ticket

6-9 tickets | \$450 off each ticket

10 or more | \$550 off each ticket

*\*The discount will be applied at checkout.*

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## SERVICE DISCOUNTS

Service Member | 30% discount

*\*Limited number of discounts available for ACTIVE DUTY Law Enforcement, Fire, First Responders and Government/Military Personnel  
Email us at [Events@echelonfront.com](mailto:Events@echelonfront.com)*

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## QUESTIONS?

Email us:

[Events@echelonfront.com](mailto:Events@echelonfront.com)





