ASSEMBLY

WOMEN IN LEADERSHIP — BUSINESS AND LIFE

ASSEMBLY is a two-day leadership experience created specifically for women. Built on the proven principles of the #1 New York Times Bestselling Book, Extreme Ownership, this event is tailored to help women lead in business, in life, and within themselves.

Whether you're running a business, managing a team, or looking to lead more effectively in your personal life, Assembly delivers hands-on, tactical leadership development that drives real results.

→ USE THIS GUIDE TO:

- Demonstrate the business value of investing in women leaders
- Share insights on what's included and what you'll walk away with
- Show how this event impacts performance, confidence, and culture
- Help secure approval/sponsorship to attend

LEADERSHIP IS THE SOLUTION.

AT ASSEMBLY, LEARN HOW TO APPLY IT WITH CLARITY AND CONVICTION.



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OUTCOMES

PERSONAL LEADERSHIP GROWTH:

➔ **Lead with clarity, confidence, and conviction.**

- Create your own leadership action plan tailored to your unique strengths and goals
- Learn how to stay calm, focused, and adaptable, even when things feel chaotic
- Clarify what truly matters: your mission, your priorities, your purpose

MINDSETS FOR VICTORY

➔ **Stand firm. Stay bold. Lead yourself first.**

- Lead with proactive intention
- Stay flexible in your approach: adjust, adapt, and overcome
- Keep your ego in check. Lead with humility, not insecurity.
- Build confidence through discipline and consistency
- Apply Extreme Ownership in every area of your life, not just work

TEAM PERFORMANCE & CULTURE

➔ **Build teams that trust, perform, and win—together.**

- Learn how to hold others accountable without micromanaging
- Build relationships based on trust, transparency, and shared ownership
- Practice giving and receiving clear, constructive feedback
- Cultivate a culture of ownership, not perfectionism
- Apply the Laws of Combat: simple, effective tools to unify your team

STRATEGIC LEADERSHIP EXECUTION

➔ **Operate with intention — no matter how complex the challenge.**

- Lead with poise under pressure when everything feels urgent
- Identify bottlenecks and take the emotion out of decision-making
- Understand the “why” behind your mission and align your team to it
- Use frameworks like the Leadership Loop and Dichotomy of Leadership to lead more effectively
- Take home 3–5 tactical actions you can implement immediately

CONNECTION & COMMUNITY

➔ **You don’t have to lead alone.**

- Build real relationships with women who get it from every level, industry, and background
- Learn through shared stories, hard-won insights, and vulnerable conversations
- Walk away with a renewed sense of purpose and a community of support



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TRAINING TOPICS & AGENDA HIGHLIGHTS

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

COMBAT LEADERSHIP
Lessons learned for war, business and life.

LAWS OF COMBAT
1. Cover and Move
2. Simple
3. Prioritize and Execute
4. Decentralized Command

MINDSETS FOR VICTORY
- Default Aggressive
- Innovate and Adapt
- Humility: Check Your Ego
- Discipline Equals Freedom
- Extreme Ownership in Everyday Life

FIRE TEAM EXERCISES
Small group, practical application exercises of leadership principles

ACCESS & ENGAGEMENT
Informal, no-holds-barred conversations, Q&A, and engagement with the EF Team throughout the conference

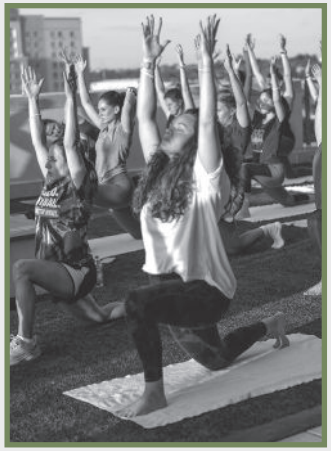
PANEL DISCUSSIONS
3:30 - 4:30 p.m. (Wed. Jan. 6)

GROUP WORKOUT*
5:30 - 6:15 a.m. (Wed. Jan. 6 & Thurs. Jan. 7)

EVENING YOGA RESET*
5:15 - 6:00 p.m. (Wed. Jan. 6)

INTRO TO BRAZILIAN JIU JITSU*
5:00 - 6:30 p.m. (Thurs. Jan. 7)

**Optional (Included in ticket price)*



WHAT'S INCLUDED

ASSEMBLY ESSENTIALS:

EXCLUSIVE ASSEMBLY WORKBOOK
A custom-designed leadership workbook built for women who lead. Includes session highlights, space to reflect, real-time application prompts, and tools to stay on mission after the event.

LEADERSHIP SELF-ASSESSMENTS
Gain insight into your strengths, blind spots, and growth areas so you can create a real, tactical plan to elevate your leadership—professionally and personally.

OFFICIAL ASSEMBLY GO BAG
Take home high-quality branded gear, leadership tools, and curated sponsor gifts designed to keep you connected to the experience (and mission-ready) long after the event

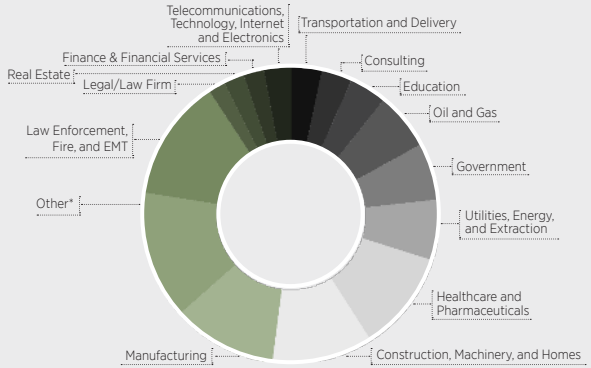
FUEL TO LEAD
Stay fueled throughout the event with provided meals (lunch both days 12:00 - 1:00 p.m.), snacks, and coffee during breaks. Additional snacks available post morning workout.

NO GREEN ROOMS. JUST REAL ACCESS.
Throughout the event—during breaks, meals, and networking—you'll also have informal access to our team. Ask your questions. Make real connections. This is where leadership gets personal.

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WHO ATTENDS ASSEMBLY?

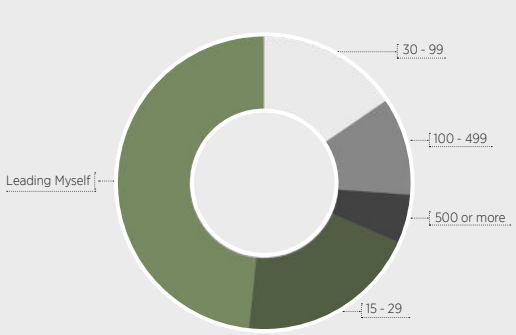
WHICH BEST DESCRIBES THE PRINCIPAL INDUSTRY OF YOUR COMPANY/ ORGANIZATION?



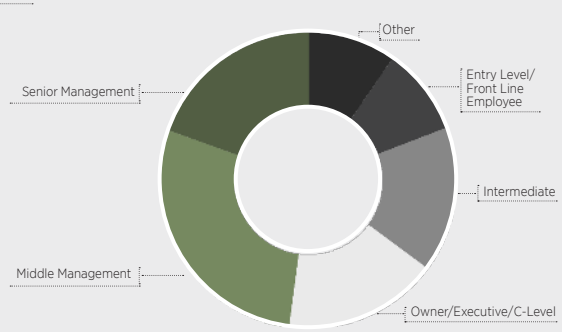
*Including:

Legal/Law Firm	Nonprofit	Security
Agriculture	Sports	Automotive
Sales	Unemployed	Business Support and Logistics
Food and Beverages	Airlines and Aerospace (Including Defense)	Data Center
Insurance	Enternainment and Leisure	Logistics
Military	Retail and Consumer Durables	More

APPROXIMATELY HOW MANY PEOPLE DO YOU LEAD IN YOUR ORGANIZATION?



WHICH OF THE FOLLOWING BEST DESCRIBES YOUR CURRENT JOB LEVEL?



ASSEMBLY BY THE NUMBERS

46 INDUSTRIES REPRESENTED

1500 WOMEN

39 STATES REPRESENTED

THE ASSEMBLY COMMUNITY IS 1500+ WOMEN STRONG FROM ALL WALKS OF LIFE, WORKING TOGETHER

OWN THE MISSION
OWN THE STORY
OWN THE PROBLEMS
OWN THE SOLUTIONS
OWN THE HOMEFRONT
OWN THE BOARDROOM
OWN THE OUTCOME
OWN IT ALL

TESTIMONIALS



When I arrived I didn't know what to expect. When I left, I left with my cup full and a new renowned sense of purpose. I now know that I can do all things I set my mind to as long as I just get after it!

CANDI CLEARY

It doesn't matter if you're a seasoned corporate executive or a mom at home with babies, you NEED this. These principals learned at the Assembly will change your life. This is a do not miss event.

AMANDA TOLUTAU

The Assembly was grounding, empowering, and motivating. The event brought female leaders together to build confidence, grit, and perseverance. I left with a rekindled fire for providing leadership to both my work and family!

CRYSTAL SMITH

Phenomenal is an understatement, I am still on a high from the wealth of knowledge, insight, and resources I have to start implementing these principles in all areas of my life.

HELEN SMITH

I've been exposed to the topics of Extreme Ownership but to have this unique opportunity had a greater impact on me than I had thought originally. This conference challenged me to improve my emotional independence and intelligence, and embrace clear, concise, and effective communication skills. I look forward to attending this conference next year and continuing to grow in my professional and personal development.

MACKENZIE MORK

The Assembly was an amazing event. I learned so much from the instructors but also from other women who attended and are implementing the principles. If you get a chance to attend - go!

SHARON NORDICK

PRICES

TICKET PRICE: $1,995

GROUP DISCOUNTS:

3-5 tickets | $200 off each ticket

6-9 tickets | $300 off each ticket

10 or more | $400 off each ticket

*The discount will be applied at checkout.

SERVICE MEMBER DISCOUNTS:

We set aside a limited number of discounts for service members. Available for Active-Duty Law Enforcement, Fire, First Responders and Government/Military Personnel.

Please inquire at events@echelonfront.com.

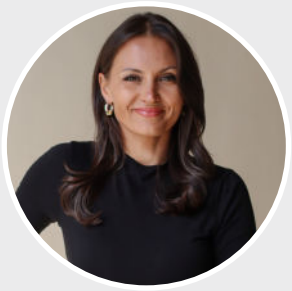
QUESTIONS?

Email us: events@echelonfront.com



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EF INSTRUCTORS & GUEST SPEAKERS



JAMIE COCHRAN
COO & Leadership Instructor, Echelon Front

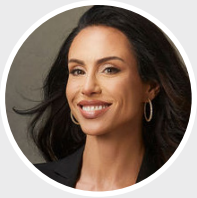


MEG MILLER
LDAP Director & Leadership Instructor, Echelon Front



COREY MIZE
Leadership Instructor, Echelon Front

KEYNOTE SPEAKERS:



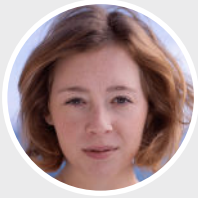
DR. GABRIELLE LYON
Founder of Muscle-Centric Medicine®, Board-Certified Physician, New York Times Bestselling Author

➨ **The Physiology of Leadership: How to be the Best Version of Yourself**



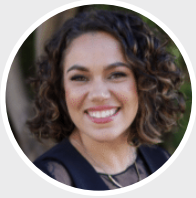
RYAN MANION
CEO, Travis Manion Foundation

➨ **Building a Mission That Lasts**



TARYN SMITH
First American Woman to Row Solo Across the Atlantic Ocean, Yoga Instructor

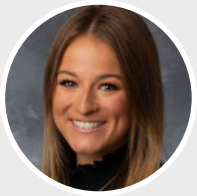
➨ **Bravery is Action**



KIM BENOIT
Director of Marketing & Media, Echelon Front

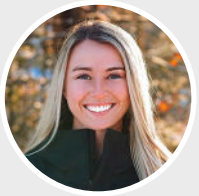
➨ **Choosing Confidence**

FEATURED INTERVIEWS:



ASHLEY FREEMAN, MS
Physiologist and Research Scientist, Product Research & Development Specialist at Jocko Fuel

➨ **Lead Yourself First: Discipline Equals Freedom**



RILEY TEJCEK
Active Duty Marine Corps Captain, Team USA Bobsled Pilot, Award Winning Children's Book Author

➨ **Stepping Outside Your Comfort Zone**



CAROL HATTON
Former Women's Lacrosse Head Coach, Consultant at the Finney Search Group

➨ **Perfection is a Lie**



LAKSHMI NAIR
SVP, Associate Success at Blue Yonder

➨ **Measuring What Matters**

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THE ASSEMBLY


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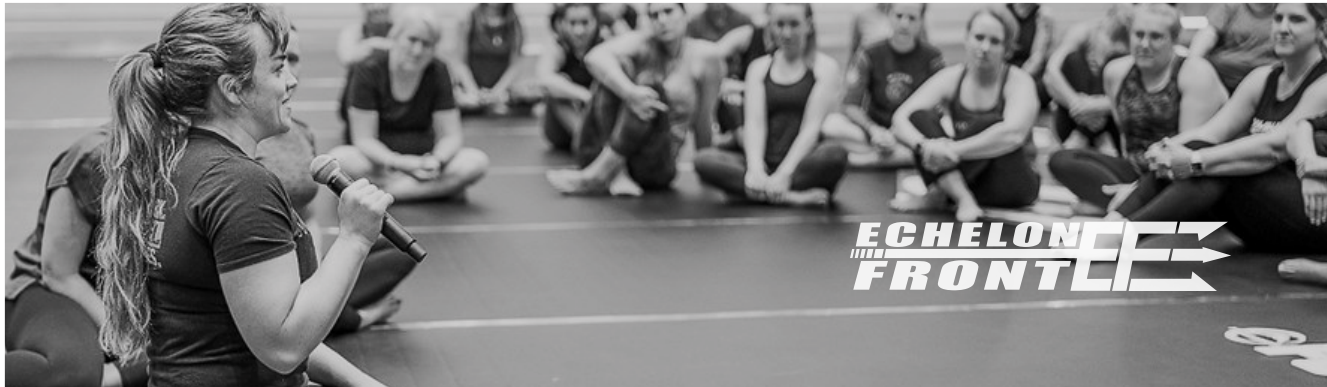
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