



EXTREME OWNERSHIP MUSTER





The Extreme Ownership MUSTER is a two-day **elite leadership development experience** designed to equip leaders, at every level, with practical tools and strategies to drive impact in any organization.

Led by former U.S. Navy SEALs **Jocko Willink and Leif Babin**, the conference is grounded in the powerful leadership principles outlined in their #1 New York Times bestselling book, ***Extreme Ownership***. These principles have transformed teams and businesses across industries, and they can do the same for yours.

By attending the MUSTER, you'll gain **clear, tactical leadership solutions** to real-world challenges like improving team performance, resolving conflict, reducing inefficiencies, and meeting high-stakes deadlines. You'll walk away with the tools to take ownership, solve problems, and lead your team to win.

If your company values leadership, accountability, and excellence, this is an investment in your growth and their success.

This packet is designed to help you make the case.

➔ USE IT AS A RESOURCE TO:

- Highlight the business impact of the training
- Share real testimonials from past attendees
- Showcase the expertise of the instructors
- Break down the cost and group discount opportunities

LEADERSHIP IS THE SOLUTION, AND IT STARTS WITH YOU.

Empower yourself. Make the ask. Get to the MUSTER.

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OUTCOMES

PERSONAL LEADERSHIP GROWTH:

- Build a personal leadership action plan
- Strengthen your leadership mindset
- Boost your confidence to lead in any environment
- Adapt to challenges in real time—no matter the industry
- Create structure and discipline that unlocks freedom and flexibility
- Clarify your mission and leadership goals

TEAM PERFORMANCE & CULTURE:

- Improve team communication and eliminate confusion
- Overcome the hidden barriers holding your team back
- Hold your team accountable without micromanaging
- Harness the power of trust, delegation, and shared ownership in team relationships
- Build a high-accountability culture critical for high performing teams
- Give and receive direct, effective feedback

STRATEGIC LEADERSHIP EXECUTION:

- How to execute under pressure when everything feels urgent
- Lead through complexity with clarity and confidence
- Identify and remove leadership bottlenecks
- Apply 3–5 tactical changes immediately
- Track leadership ROI with measurable KPIs

NETWORK & SOCIAL:

- Interact and engage with leaders at every level, from all industries

TRAINING TOPICS

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

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

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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



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

WHAT'S INCLUDED

EXCLUSIVE EXTREME OWNERSHIP MUSTER WORKBOOK:
Every attendee receives a **field-ready workbook** designed to help you capture key insights, apply what you learn, and stay on mission long after the event ends. It includes **summaries of every brief and workshop**, guided prompts for personal reflection, dedicated space for notes, and **links to exclusive online tools and resources** to reinforce your learning. This isn't a passive notebook it's your leadership operating manual.

LEADERSHIP ASSESSMENTS & SELF-ELEVATIONS:
Identify your strengths and blind spots—so you can build a real plan to lead better.

OFFICIAL MUSTER GO BAG:
Branded gear, materials and samples from sponsors to take home, built to last and ready for use during and after the MUSTER.

FUEL:
Stay fueled throughout the event with provided meals (lunch both days) and coffee during breaks. Additional snacks available post optional Morning PT.

NO GREEN ROOMS:
MUSTER attendees have the option to pre-book a **10-minute 1:1 session** with an Echelon Front instructor to get direct insight and tactical advice on a specific leadership challenge. In addition to these focused sessions, you'll have **ongoing informal access** to our leadership team throughout the event—during breaks, meals, and networking—to engage, ask questions, and build real connections.

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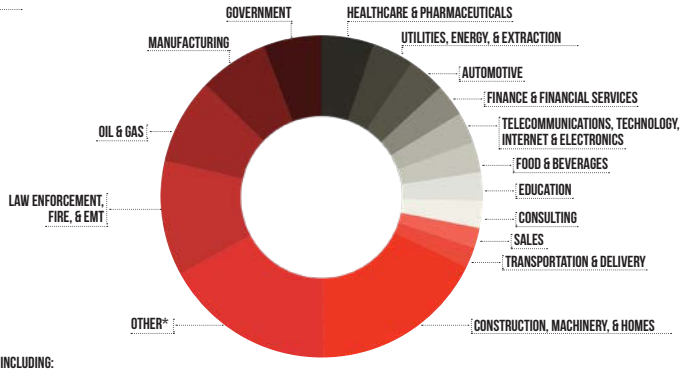
WHO ATTENDS MUSTER?

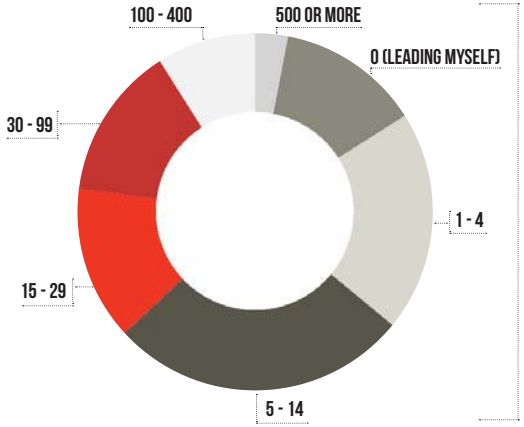
WHICH BEST DESCRIBES THE PRINCIPAL INDUSTRY OF YOUR COMPANY/ ORGANIZATION?



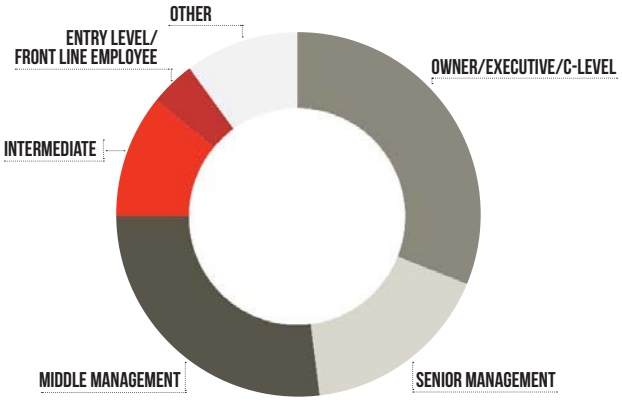
*INCLUDING:

NONPROFIT
AIRLINES & AEROSPACE (INCLUDING DEFENSE)
MILITARY
AGRICULTURE
REAL ESTATE
BUSINESS SUPPORT & LOGISTICS
INSURANCE
RETAIL & CONSUMER DURABLES
ADVERTISING & MARKETING
ENTERTAINMENT & LEISURE
CURRENTLY UNEMPLOYED
SPORTS

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

A GATHERING FOR ALL WHO WANT TO DOMINATE THEIR BATTLEFIELD, FOR LEADERS AT EVERY LEVEL AND THOSE WHO ASPIRE TO BE LEADERS.

MUSTER

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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: $3,000

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.

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

LEAD. WIN.

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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



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 U.S. Marine



MATT HASBY
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