

The logo for EF ONLINE. The letters 'EF' are stylized in a bold, italicized font with horizontal lines through them, followed by the word 'ONLINE' in a clean, sans-serif font.

LEAD. WIN.

WWW.EFONLINE.COM

CREATING LEADERS AT EVERY LEVEL

Bring the leadership lessons we learned, taught and tested in combat to your team. These lessons apply to any team and any organization in business and life. This leadership training program is designed to demonstrate that the concepts learned in combat can be transitioned to the business environment easily and effectively.

Echelon Front leadership instructors introduce the principles through combat and business stories, test users on their comprehension through interactive scenarios, and allow users to apply the leadership principles to current challenges they face on their own battlefields. EF Online utilizes a cutting-edge Learning Management System that allows for detailed reporting on progress and other insights that will help identify leadership challenges and friction points in the organization.

In addition to the current training modules that cover the majority of the topics found in the book Extreme Ownership, new training modules will be released regularly throughout the year to reinforce the leadership principles taught and introduce new concepts that will **make your leaders and individual contributors more effective.**

The logo for Echelon Front. The words 'ECHELON' and 'FRONT' are stacked vertically in a bold, sans-serif font. To the right of the text is a stylized graphic of three horizontal lines with arrowheads pointing to the right, resembling a rifle barrel or a set of steps.

2019 UPCOMING MODULES

OODA Loop - Dave Berke

Self-assessments - Flynn Cochran

What is Leadership - Jocko Willink

Frontline Leadership - JP Dinnell

Leading up the Chain of Command

- Leif Babin

Safety & Risk Mitigation

- Jocko Willink

Extreme Ownership Implementation

- Mike Sarraille

INSTRUCTORS



JOCKO WILLINK | LEIF BABIN

Decorated Former Navy SEAL officers, authors of the #1 New York Times bestselling book *Extreme Ownership: How U.S. Navy SEALs Lead and Win*, and co-founders of Echelon Front, where they are leadership instructors, speakers, and executive coaches.

DAVE BERKE

Retired Marine Corps Officer | TOPGUN Fighter Pilot Instructor | John Hopkins School of Advanced International Studies

JP DINNELL

Former Navy SEAL | Naval Special Warfare Training Instructor

FLYNN COCHRAN

Former Navy SEAL | McKinsey & Co. | Harvard Business School

MIKE SARRAILLE

Retired Navy SEAL | VETTED.org Founder | UT McCombs Business School





THE LEADERSHIP LESSONS WE LEARNED IN COMBAT APPLY TO ANYONE IN ANY ARENA—TO ANY TEAM, ANY ORGANIZATION, IN BUSINESS AND IN LIFE.

NOW, EF ONLINE BRINGS THE PREMIER LEADERSHIP TRAINING WE PROVIDE AT ECHELON FRONT, AS CAPTURED IN THE #1 NEW YORK TIMES BEST SELLING BOOK, **EXTREME OWNERSHIP: HOW U.S. NAVY SEALS LEAD AND WIN AND THE DICHOTOMY OF LEADERSHIP**, TO ANYONE.

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

USERS

PRICE PER USER

1-5	\$415
6-10	\$375
11-20	\$360
21-50	\$345
51-200	\$330
201-500	\$315
501-2000	\$300
2001-10,000	
10,000 +	

New content and modules will be released on a monthly cadence, growing the EF Online library and providing you the latest thinking and training on leadership from the Echelon Front Team.





MINDSETS FOR VICTORY

Steven Johnson • Where Good Ideas Come From