



EXTREME OWNERSHIP IMPLEMENTATION PROGRAM

Participant Onboarding Guide

Welcome to the Extreme Ownership Implementation Program. This comprehensive guide provides step-by-step instructions for implementing the 12 fundamental leadership principles of Extreme Ownership in your team or organization. The principles taught here are battlefield-tested and proven effective in both combat and business environments.

Extreme Ownership is not just another leadership program - it's a mindset and way of life that builds disciplined leaders who take absolute responsibility for everything in their world. Through each lesson, you and your team will learn to implement key principles including Cover and Move, Simple, Decentralized Command, while developing a Default: Aggressive Mindset, the Humility to learn and grow from mistakes, and so much more.

The greatest enemy of leadership development is ego. Check yours, maintain discipline, and get after it!



IMPLEMENTATION FRAMEWORK

The implementation of each Extreme Ownership Principle follows a structured four-step framework: LEARN, REFLECT, ENGAGE, and APPLY. The following breaks down each step of this process.



LEARN

The learning phase focuses on absorbing the core principle through assigned reading of the Extreme Ownership chapter and completion of the EO Academy module or lesson. This foundational step ensures you fully understand the concept before moving forward.

REFLECT

During reflection, you'll complete exercises in the EO Companion Workbook and respond to specific reflection questions. This step helps you internalize the principle and consider its relevance to your situation and challenges.

ENGAGE

The engagement phase involves active discussion with your team about practical applications and insights gained from your learning and reflection. This crucial step creates alignment within your team and organization, fostering a shared understanding and commitment to the principle.

APPLY

In the final phase, you'll actively implement the principle in both your professional and personal life. This practical application helps transform understanding into results to help you, your team, and organization **LEAD and WIN**.

BREAKDOWN OF EACH PRINCIPLE/MEETING:

Debrief:

Begin each meeting with a debrief of the previous week's action drill to further accountability for practicing the principles.



Discussion:

Critical thinking questions about each chapter's principle: use to facilitate a conversation with the team about why the principle is important, how it applies to your world, and what each person can do to more effectively implement the principle.

Implementation:

This section provides suggestions for the practical application of principles through a **CONCEPT** (general guidance on communication, thinking, or behavior patterns) or a physical **TOOL** (such as worksheets, assessments, or surveys).

FOR ACTION:

Finish each meeting committing to an action you can immediately implement at work (or at home) to begin practicing each Extreme Ownership Principle

COURSE MATERIAL:

The following optional course material supports solo work for the Implementation Program. Your facilitator will provide direction on which course material you will utilize.

- Extreme Ownership: How US Navy SEALs Lead and Win by Jocko Willink and Leif Babin
 - Extreme Ownership Companion Workbook
 - [EO Academy](#) - Please use the login credentials sent to you from the Welcome email. Your username is your email address. If you need to reset your password, please use the [Lost Password](#) option. On the Academy, you will find the interactive course we will be using along with the book and workbook.
 - **Optional Continued Learning**
 - Free course includes the Extreme Ownership Framework
 - Weekly live Q&A sessions with Echelon Front instructors including Jocko Willink and Leif Babin (purchase an annual subscription [here](#) if not included in your group)
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DEFINITIONS**EO Academy**

Extreme Ownership (EO) Academy takes the leadership principles taught by Echelon Front and packages them into a model that provides 24-7 access to leadership training and direct access to EF leadership instructors. The training includes video briefs, lessons, interactive decision-making scenarios, quizzes, self-reflection exercises, frequently asked questions, downloadable tools, and new training modules that are released on a consistent basis. When applied, these lessons will make your people better leaders and change the culture of your organization. The lessons are pragmatic, applicable, and geared toward every level of leadership from the C-suite to the front lines.



Immediate Action Drill (IAD)

Immediate Action Drills are a way to implement what you learned. This involves answering questions designed to make you think about how you can apply what you just learned to your daily life, making a plan for implementing this new principle within your world, and then actually executing on that plan.

Leadership Capital

Leadership Capital is the influence currency you possess for each individual you interact with. This is based on the relationship you've built with that person. You will often see this referred to as your leadership capital bank account. As your relationship with a person improves, your account will start to fill up, but as your relationship degrades your account will be drained. Every action you take either adds to or withdrawals from your leadership capital bank account. You should always be striving to add to that account.

Debrief

A conversation where you and the team review what worked and what didn't work and why so that you can all continue improving and acting on lessons learned.

Laws of Combat

The Laws of Combat breakdown the four leadership principles learned at the Battle of Ramadi. These include Cover and Move, Simple, Prioritize and Execute, and Decentralized Command.

Mindsets for Victory

The Mindsets for Victory outline the key mindsets and attitudes to drive behavior, reinforce the laws of combat, and ultimately help you and your team **Lead and Win.**
