



# Extreme Ownership: How U.S. Navy SEALs Lead and Win

By Jocko Willink, Leif Babin

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**Extreme Ownership: How U.S. Navy SEALs Lead and Win** By Jocko Willink, Leif Babin

**The #1 New York Times** bestseller

**"An incredible book... you teach guys and gals about leadership and you've helped not only military guys but families."** —Megyn Kelly

**"You show in the book how to motivate... thanks for writing the book Extreme Ownership."** —Bill O'Reilly

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Sent to the most violent battlefield in Iraq, Jocko Willink and Leif Babin's SEAL task unit faced a seemingly impossible mission: help U.S. forces secure Ramadi, a city deemed "all but lost." In gripping firsthand accounts of heroism, tragic loss, and hard-won victories in SEAL Team Three's Task Unit Bruiser, they learned that leadership—at every level—is the most important factor in whether a team succeeds or fails. Willink and Babin returned home from deployment and instituted SEAL leadership training that helped forge the next generation of SEAL leaders. After departing the SEAL Teams, they launched Echelon Front, a company that teaches these same leadership principles to businesses and organizations. From promising startups to Fortune 500 companies, Babin and Willink have helped scores of clients across a broad range of industries build their own high-performance teams and dominate their battlefields.

Now, detailing the mind-set and principles that enable SEAL units to accomplish the most difficult missions in combat, *Extreme Ownership* shows how to apply them to any team, family or organization. Each chapter focuses on a specific topic such as Cover and Move, Decentralized Command, and Leading Up the Chain, explaining what they are, why they are important, and how to implement them in any leadership environment.

A compelling narrative with powerful instruction and direct application, *Extreme Ownership* revolutionizes business management and challenges leaders everywhere to fulfill their ultimate purpose: lead and win.

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### Editorial Review

#### Review

“This is the SEAL Leadership book we have been waiting for. Poignant, powerful, practical. A must read for every leader.” ?*Roger Ailes, Chairman and CEO, Fox News Channel and Fox Business Network, and chairman, Fox Television Stations*

“Leif and Jocko are the real deal. I’m honored to have served with them. They led SEALs in the fight through the hell that was the Battle of Ramadi. This book shows how they did it.” ?*Marcus Luttrell, U.S. Navy SEAL and #1 national bestselling author of Lone Survivor*

“The smartest, most revolutionary management approach since Jack Welch’s *Six Sigma*.” ?*Don Imus, radio host, Imus in the Morning*

“Finally, a leadership book that actually demonstrates how to truly lead. Riveting, engaging, and free from the usual cliché platitudes, this book is strikingly impactful and will dramatically improve leaders of all types.” ?*Amy Brandt Schumacher, entrepreneur, executive, and philanthropist*

“*Extreme Ownership* provides huge value for leaders at all levels. An inspiring and page-turning read, the leadership lessons are easy to digest and implement. It provides a powerful SEAL framework for action to lead teams in high-stakes environments. This book made me a better leader and enabled my entire team step up our game!” ?*Jared Hamilton, founder and CEO, DrivingSales*

#### About the Author

**JOCKO WILLINK** is author of *Extreme Ownership*, a decorated retired Navy SEAL officer, and co-founder of Echelon Front, where he is a leadership instructor, speaker, and executive coach. Jocko spent 20 years in the U.S. Navy SEAL Teams, starting as an enlisted SEAL and rising through the ranks to become a SEAL officer. As commander of SEAL Team Three's Task Unit Bruiser during the battle of Ramadi, he orchestrated SEAL operations that helped the "Ready First" Brigade of the US Army's First Armored Division bring stability to the violent, war-torn city. Task Unit Bruiser became the most highly decorated Special Operations Unit of the Iraq War. Jocko returned from Iraq to serve as Officer-in-Charge of training for all West Coast SEAL Teams. There, he spearheaded the development of leadership training and personally instructed and mentored the next generation of SEAL leaders who have continued to perform with great success on the battlefield. During his career, Jocko was awarded the Silver Star, the Bronze Star, and numerous other personal and unit awards. In 2010, Jocko retired from the Navy and launched Echelon Front where he teaches the leadership principles he learned on the battlefield to help others lead and win. Clients include individuals, teams, companies, and organizations across a wide-range of industries and fields.

**LEIF BABIN** is author of *Extreme Ownership*, a decorated former Navy SEAL officer, and co-founder of Echelon Front, where he serves as leadership instructor, speaker, and executive coach. A graduate of the U.S. Naval Academy, Leif served thirteen years in the Navy, including nine as a Navy SEAL. As a SEAL platoon commander in SEAL Team Three's Task Unit Bruiser, he planned and led major combat operations in the Battle of Ramadi that helped the "Ready First" Brigade of the US Army's 1st Armored Division bring stability to the violent, war-torn city. Task Unit Bruiser became the most highly decorated special operations

unit of the Iraq War. Leif returned from combat as the primary leadership instructor for all officers graduating from the SEAL training pipeline. There, he reshaped SEAL leadership training to better prepare SEAL officers for the immense challenges of combat. During his last tour, Leif served as Operations Officer and Executive Officer at a SEAL Team where he again deployed to Iraq with a Special Operations Task Force. He is the recipient of the Silver Star, two Bronze Stars, and a Purple Heart. In 2011, Leif left active duty and co-founded Echelon Front, a leadership consulting company that helps others build their own high-performance winning teams. Clients include individuals, companies, and organizations across a wide-range of industries. Leif speaks on leadership, U.S. military strategy, and foreign policy matters. His editorials have been published in the *Wall Street Journal* and he has appeared on a variety of national television news and radio programs.

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