



Leif Babin & Jocko Willink

Topics

Business and Management, Leadership, Military and Defense

Travels From

Washington

Bio

Leif Babin and Jocko Willink can be booked together or separately for speaking engagements. Leif Babin and Jocko Willink are decorated former Navy SEAL officers; co-authors of the *New York Times* bestselling smash *Extreme Ownership: How U.S. Navy SEALs Lead and Win*; and co-founders of Echelon Front, where they serve as leadership instructors, speakers, and executive coaches. As SEAL platoon commanders in SEAL Team Three's Task Unit Bruiser, they 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. During their careers, Willink was awarded the Silver Star and the Bronze Star, while Babin is the recipient of the Silver Star, two Bronze Stars, and a Purple Heart. Emerging from the triumphs and tragedies of war with a crystallized understanding of leadership in the most challenging environments, Babin and Willink put their knowledge to use in the business world. After leaving active duty in 2010, the duo launched Echelon Front, a leadership consulting

company that helps others build their own high-performance winning teams. They offer unmatched solutions in leadership, strategy, innovation, management, team building, contingency planning, and crisis management developed and proven in the U.S. Navy SEAL Teams.

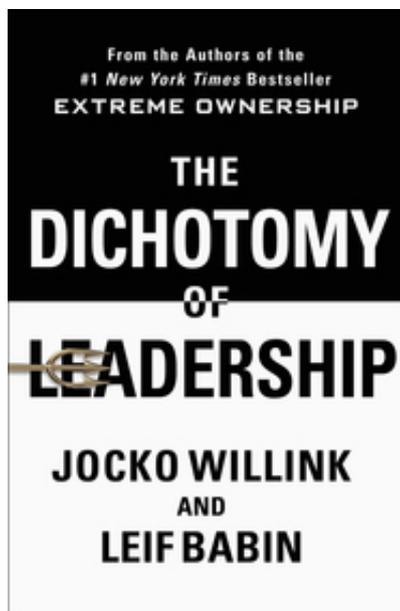
SPEECHES

Winning the War Within From recognizing the difference between good and bad leadership to learning how to keep your ego in check, Babin and Willink explain how good management helps breed success in the workplace.

Laws of Combat In this speech, Babin and Willink explore what makes a good team and reveal methods for building stronger relationships with your colleagues.

Sustaining Victory How do you maintain success in the office? Plan ahead, be decisive, and employ discipline—Babin and Willink show us how to anticipate and address any challenges a team might face.

BOOKS



Hardcover

[The Dichotomy for Freedom](#) Balancing the Challenges of Extreme Ownership to Lead and Win

St. Martin's Press

With examples from the authors' combat and training experiences in the SEAL teams, and then a demonstration of how each lesson applies to the business world, Willink and Babin clearly explain *The Dichotomy of Leadership*—skills that are mission-critical for any leader and any team to achieve their ultimate goal: VICTORY.



Hardcover

[Extreme Ownership](#) How U.S. Navy SEALs Lead and Win

St. Martin's Press

In *Extreme Ownership*, Jocko Willink and Leif Babin share hard-hitting, Navy SEAL combat stories that translate into lessons for business and life. With riveting first-hand accounts of making high-pressure decisions as Navy SEAL battlefield leaders, this book is equally gripping for leaders who seek to dominate other arenas.

REVIEWS: Praise for *EXTREME OWNERSHIP*

“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 of *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