



Leif Babin

Topics

Business and Management, Criminal Justice, Leadership, Military and Defense

Travels From

Washington

Bio

Leif Babin is a decorated former Navy SEAL officer, co-author of the #1 *New York Times* best-selling book, *Extreme Ownership: How U.S. Navy SEALs Lead and Win*, 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. His editorials have been published in the *Wall Street Journal* and he has appeared on a variety of national television news and radio programs. You can follow Leif Babin on [Twitter](#), [Facebook](#), and [Instagram](#).

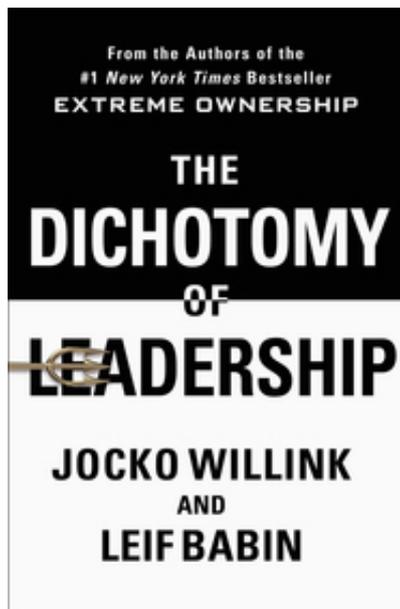
SPEECHES

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

Laws of Combat In this speech, Leif explores 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—Leif shows 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*

“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