



To: Atlantic Tomorrow's Office 2015 Technology Expo Participants

From: Leif Babin, Echelon Front

Subj: THANK YOU FOR YOUR PARTICIPATION

All,

Thank you for the opportunity to speak and for your outstanding participation during my presentation at Atlantic Tomorrow's Office Technology Expo last week at the New York Marriott Marquis. I enjoyed the great questions, discussion and feedback and was motivated by your enthusiasm and eagerness to apply our combat leadership lessons learned to the challenges of your own personal battlefields in business and life. I trust you were able to take away some key concepts to drive success for yourself and within your team in order to lead and win.

Several of you have already reached out to me to explore opportunities for us to work with you to help build a culture of Extreme Ownership. I wanted to ensure everyone understands the full spectrum of services we offer at Echelon Front. In addition to leadership presentations like the one you participated in, we provide single and multi-day interactive leadership programs for groups large and small, long-range leadership development and team enhancement programs for frontline, mid-level and executive management (both six months and twelve months in duration), safety and risk mitigation training programs, and executive coaching. In addition, we host experiential learning exercises (team building at the next level) that involve hands-on tactical mission planning and execution in scenarios where 'good leadership' is the only way to succeed. These focus on enhancing leadership, teamwork, communication, planning and decision-making in dynamic environments. Each of our training programs is specifically tailored to the unique challenges of our clients within their respective industry. For more information, please see our website at www.echelonfront.com.

Additionally, for those interested to dive deeper into our Navy SEAL combat leadership principles and lessons learned, Jocko Willink and I have written a leadership book to be published this fall entitled, *Extreme Ownership: How U.S. Navy SEALs Lead and Win*. Each chapter explores a fundamental leadership principle from the battlefield and demonstrates its application to business. Though not officially released until October 20, 2015, it is available now for pre-order:

http://www.amazon.com/Extreme-Ownership-U-S-Navy-SEALs/dp/1250067057/ref=sr_1_1?ie=UTF8&qid=1431551923&sr=8-1&keywords=extreme+ownership

Again, thanks for your participation last week. Strive to demonstrate **Extreme Ownership** in all that you do—own everything in your world. Also, implement **Cover and Move**—work together with your team and with other departments outside of your immediate team to mutually support one another in order to accomplish the bigger, strategic mission so that the overall team wins. Mitigate the risks you can control and have a plan for the worst case scenario.

I truly enjoyed the event, and look forward to hearing from you about your implementation of the principles discussed and the results apparent in your team's performance. Now, go forth and get after it.

Lead. Win.

A handwritten signature in black ink, appearing to read "Leif Babin", with a stylized flourish at the end.

Leif Babin, Co-Founder Echelon Front LLC

Contact: Leif Babin

leif@echelonfront.com

Facebook: www.facebook.com/echelonfront

Twitter: @echelonfront

www.echelonfront.com

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