

EXTREME OWNERSHIP

- + TAKE OWNERSHIP OF EVERYTHING THAT IMPACTS THE MISSION
- + OWN PROBLEMS AND OWN THE SOLUTIONS TO THOSE PROBLEMS
- + LEAD UP AND DOWN THE CHAIN OF COMMAND

THE 4 LAWS OF COMBAT

COVER AND MOVE

- + TEAMWORK
- + SUPPORT EACH OTHER
- + IF THE TEAM FAILS EVERYONE FAILS

SIMPLE

- + CREATE A SIMPLE PLAN
- + COMMUNICATION MUST BE SIMPLE, CLEAR, AND CONCISE
- + IF PEOPLE CAN'T UNDERSTAND, THEY CAN'T EXECUTE

PRIORITIZE AND EXECUTE

- + YOU MUST DETACH FROM THE SITUATION
- + RELAX, LOOK AROUND, MAKE A CALL

DECENTRALIZED COMMAND

- + EVERYONE LEADS
- + EVERYONE MUST UNDERSTAND NOT JUST WHAT THEY ARE DOING, BUT ALSO WHY THEY ARE DOING IT



MINDSETS FOR VICTORY

DEFAULT: AGGRESSIVE

- + MOVE FAST — SEIZE INITIATIVE
- + TAKE THE FIGHT TO THE ENEMY

INNOVATE AND ADAPT

- + THE BATTLEFIELD CHANGES, THE ENEMY ADJUSTS, NEW TACTICS EMERGE
- + TECHNOLOGY EVOLVES — STAY AHEAD OF YOUR COMPETITION

HUMILITY: CHECK YOUR EGO

- + MUST SELF ASSESS — OTHERWISE YOU CAN'T GET BETTER
- + EGO IS THE #1 KILLER IN COMBAT, IN BUSINESS, AND IN LIFE

DISCIPLINE EQUALS FREEDOM

- + MAINTAINING MORE DISCIPLINE WILL LEAD TO MORE FREEDOM FOR INDIVIDUALS AND TEAMS

LEAD.WIN.

ECHELON
FRONT 