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Extreme Ownership: How U.S. Navy SEALs Lead And Win



JOCKO WILLINK AND LEIF BABIN



Synopsis

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 firsthand accounts of making high-pressure decisions as Navy SEAL battlefield leaders, this audiobook is equally gripping for leaders who seek to dominate other arenas. Jocko and Leif served together in SEAL Task Unit Bruiser, the most highly decorated Special Operations unit from the war in Iraq. Their efforts contributed to the historic triumph for US forces in Ramadi. Through those difficult months of sustained combat, Jocko, Leif, and their SEAL brothers learned that leadership - at every level - is the most important thing on the battlefield. They started Echelon Front to teach these same leadership principles to companies across industries throughout the business world that want to build their own high-performance, winning teams. This audiobook explains the SEAL leadership concepts crucial to accomplishing the most difficult missions in combat and how to apply them to any group, team, or organization. It provides the listener with Jocko and Leif's formula for success: the mind-set and guiding principles that enable SEAL combat units to achieve extraordinary results. It demonstrates how to apply these directly to business and life to likewise achieve victory. The audiobook includes an interview with the authors.

Book Information

Audible Audio Edition

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Customer Reviews

Extreme Ownership is written by two former Navy SEALs, Jocko Willink and Leif Babin, who now head a leadership training company. Both men are pretty hardcore, I must admit. The experiences

they share in this book are intense and eye-opening--not to mention unique. There aren't many books out there that give such detailed glimpses into the lives of SEALs in action. The book is structured in a very basic and clear way. The authors convey one main point per chapter by sharing a story from their battlefield experiences, then highlighting the main principle of that story, and finally giving a concrete example of how this principle applies in business settings. Their main points can be summarized as follows: (*) The leader is always responsible. (This is what they call "extreme ownership." Basically, leaders must always "own" the mistakes and shortcomings of their teams.) (*) Everyone on the team must believe in the mission. (*) Work with other teams to achieve mutually beneficial outcomes. (*) Keep plans simple, clear, and concise. (*) Check your ego. (*) Figure out your priorities, and then act on them one at a time. (*) Clarify your mission (i.e., your plan). (*) Engage with your higher-ups; keep them in the loop--especially when they frustrate you. (*) Act decisively, even when things are chaotic. (*) And the last chapter is a summary of the seemingly contradictory qualities of a leader. In my opinion, the simplicity, clarity, and structure of this book are its greatest strengths. I knew exactly where the authors were going with their points, and I understood exactly the message they were trying to communicate. The book is incredibly easy to follow.

The Joe Rogan Podcast introduced me to Tim Ferriss. I searched around and found out Tim had his own podcast. I scrolled through the list of podcasts and ran across a title, "The Scariest Navy SEAL I've Ever Met... And What He Taught Me". This instantly sparked my curiosity, so I downloaded the podcast. I spent the afternoon installing a garage service door unit for my father, while listening to Jocko Willink boldly tell his experiences overseas and how the lessons learned can be applied to our peaceful, domesticated life. I was hooked and the door turned out perfect. He is raw, calculated and highly disciplined, with a straight forward approach. Quite simply, discipline equals freedom. I am grateful Jocko is on our side. I bought Extreme Ownership a few days ago and this book quickly became a must read for any red-blooded human being. I quickly felt permanently indebted to our armed forces brothers and sisters. Next, I felt the daily resistance we all experience is a product of not being properly trained to handle adversity. This book is the boot camp for holding yourself accountable for your actions and taking extreme ownership of any situation. Once the ego is extinguished, and we allow ourselves to accept fault, we can take the first step of situation evaluation, to focus 100% of effort toward a resolution. This simple approach serves as a tool to gain respect and in turn gain the trust of those involved and win at any challenge. To manage people, you MUST first manage yourself. We are not perfect. We are not programmed to know everything, but we can learn to evaluate experience and learn from said experiences, to write and

rewrite the SOPs of our active management system to the best of our abilities.

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