



ECHELON FRONT REAL WORLD CASE STUDIES

**ECHELON
FRONT** 



COVER AND MOVE | SIMPLE | PRIORITIZE AND EXECUTE | DECENTRALIZED COMMAND

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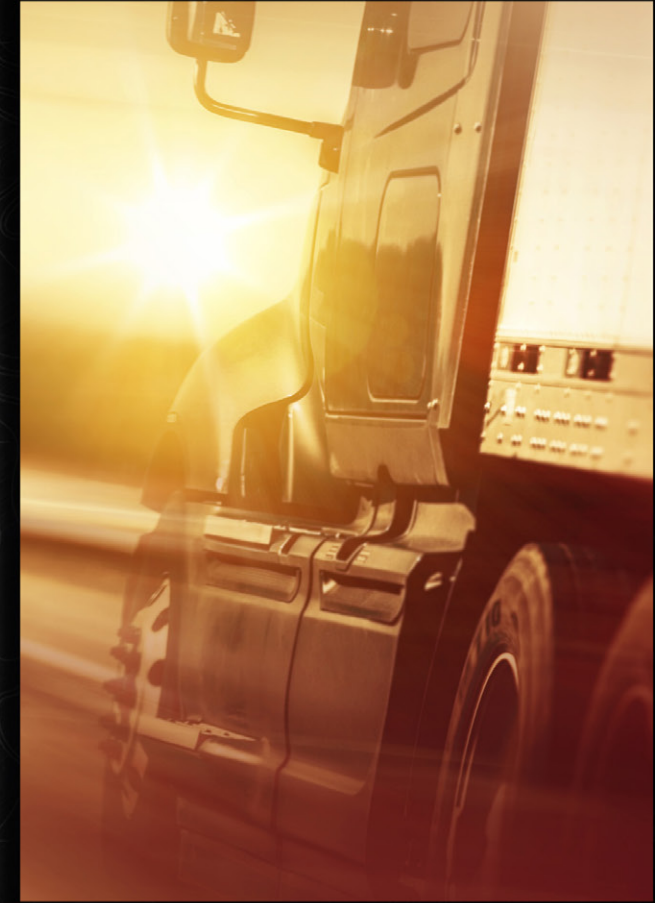
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CASE STUDY #1

PRODUCTION TURNAROUND FOR AN OIL EXPLORATION COMPANY

OIL EXPLORATION COMPANY: PRODUCTION TURNAROUND

Working with Echelon Front resulted in the following

Key Benefits

1



2



3



Situation > Approach > Impact

Client is an oil exploration & production company that offers gathering, transportation, treating & processing services.

Primary Challenges:

- 20% Over budget, 4 weeks behind schedule, and equipment was not working
- Machine downtime was at a staggering 12% for 3 quarters in a row, costing millions of dollars in revenue
- There was a culture of casting blame, making excuses both internally and externally with vendors

Primary Objectives:

- Instill a mindset of Extreme Ownership
- Reduce machine downtime by 30%

OIL EXPLORATION COMPANY: PRODUCTION TURNAROUND

Situation > Approach > Impact

(Continued...)



Our Approach:

EF Instructors conducted a 9-month LDAP comprised of a 2-day kick-off, quarterly 1-day workshops, & monthly phone calls. We helped the production manager learn to lead his department:

- Started with multiple 1-on-1s to give brutally honest feedback on his lack of ownership
- Focused on "Cover and Move" to increase teamwork with pipeline vendors
- Implemented "Decentralized Command" to give his team more individual ownership of solutions
- Laid out the "why" to his team and made the direct connection between their output & company success

This process culminated in a 2-day Field Training Exercise. There, we reinforced Extreme Ownership Leadership Principles to further develop trust between department leaders.

Client Impact:

EF was able to assist with cutting machine downtime in half, from 12% to 6%. This resulted in an additional \$50,000 - \$60,000 in revenue per day - meaning well over \$18,000,000 annually.

Production manager experienced a significant mindset shift:

"I started to look at my job as 'decentralized command', creating a network of people that knew how to make decisions. After explaining the primary objective, people knew the goal, they were intelligence, they knew their boundaries and would go out and execute."

*Production team could move from a 'blank pad' to moving oil in 14 days.
(This operation historically took the team 2 -3 times as long.)*

"When Echelon Front showed up, my people were broken, didn't care, missing maintenance, and taking their time. When they left, 9 months later, my people were happy, upbeat, and excited to work here."

- Oil Exploration Company CEO

CASE STUDY #2

THE JUMP TO PROFITABILITY FOR A HEALTHCARE COMPANY

HEALTHCARE SERVICES: JUMP TO PROFITABILITY

Working with Echelon Front resulted in the following

Key Benefits

1



+25% Revenue
Overall Increase

2



40% Reduction
in Cost of Sales

3



+15% Increase
Net Operating Profit

Situation > Approach > Impact

Client is a subsidiary offering alternative healthcare solutions. Leadership had 3 years experience prior to hiring EF.

Primary Challenges:

- 8% net operating loss after two years of stagnant sales growth
- Employees at all levels were not executing quickly enough
- Sales force was fully reliant on leads generated by the company's marketing functions

Primary Objectives:

- Breakdown silos across key components of the organization & build an ownership mindset at every level
- Increase net operating profit by 3%

HEALTHCARE SERVICES: JUMP TO PROFITABILITY

Situation > Approach > Impact

(Continued...)



Our Approach:

EF Instructors conducted a 12-month LDAP comprised of a 2-day kick-off, quarterly 1-day workshops, & weekly phone calls. We provided direct support & guidance to the primary management team:

- 4 on-site visits to conduct instructor-led training
- Weekly conference calls to follow up on implementation and adjust approach for client specific interventions
- Utilized the **Extreme Ownership** workbook to reinforce the principles and provide additional repetitions for leadership skill development

Echelon Front worked with the full management team to simplify the org chart and compensation bonus plans while better communicating the “why” across the board.

Client Impact:

*EF was able to assist in a **25% increase in revenue** as contracts almost **DOUBLED (3,500 to 6,500)**. Sales force learned to **self-generate leads**, reducing costs by 40%. Net operating profit **increased by 15%**. The entire organization experienced a **significant mindset shift**:*

“When you’re not taking ownership for results in your organization, you have to find someone to blame it on. Echelon Front became our excuse eraser. Our parent company asked what we were doing, and we responded that we were building a culture of ownership with no excuses...

...EF is now engaging with our parent company!”

- Healthcare Services CEO

CASE STUDY #3

THE SUBSTANTIAL GROWTH OF A NATIONAL TRUCKING COMPANY



NATIONAL TRUCK COMPANY GROWTH

Working with Echelon Front resulted in the following

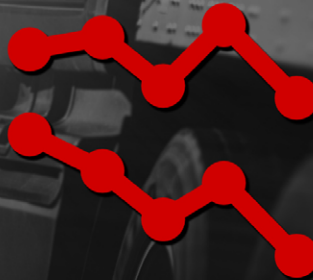
Key Benefits

1



+62% Revenue
Overall Increase

2



1% Reduction
in Operating Expenses

3



+80% Increase
Geographic Service Area

Situation > Approach > Impact

Client operates a chain of long-haul trucking maintenance facilities across the Mid-Atlantic region of the United States.

Primary Challenges:

- Lack of decision making and leadership at facility level, leading to missed opportunities
- Lack of personal accountability leading to problems persisting without solutions
- No dedicated training program or development efforts for non-technical aspects of their business

Primary Objectives:

- Breakdown silos across key components and deliberate leadership development & coaching for CEO
- Prepare organization for expansion by locking **Extreme Ownership** principles into the culture

NATIONAL TRUCK COMPANY GROWTH

Situation > Approach > Impact

(Continued...)



Our Approach:

EF Leadership Instructors conducted a program comprised of on-site engagements and remote teleconferences to discuss problems and solutions. We worked with their entire management team:

- Client used principles and materials taught during weekly training sessions.
- Shared and then finished *Extreme Ownership* & *The Dichotomy of Leadership* (books)
- Developed a plan to implement teachings and discussed challenges with said implementation.
- Echelon Front provided consistent conference calls to follow up on implementation and adjust approach as needed for client specific interventions.

Overall, Echelon Front helped overhaul processes and better communicate the “why” across the board.

Client Impact:

*EF was able to assist in a **50% increase in net profit**. Revenue and gross profit **increased by 62%** while expenses relative to sales **decreased by 1%**. The organization **increased head-count by 25%**. Facility footprint growth **increased by 33%**, along with an **80% increase** in the geographical service area.*

** After training, **the newest location was profitable within just 9 months.***

*“Our company is rapidly growing and leadership is the key to our success. We wanted a leadership program that not only helped our team improve, but also helped **identify potential leaders to build a strong bench**. The impact we experienced flowed up and down the ladder. We had top-end leaders excited about personal accountability, our front line team members more engaged and crucial conversations about behavior change were less abrasive and more effective.”*

- National Truck Company CEO

GET AFTER IT.
