



# KEYNOTE 3

## Protect The House®

Build Resilient Leaders and Cultures from the Inside Out

Available In-Person or Virtual

### Brief Description:

In a world of new cutting-edge technology, burnout, turnover, and constant disruption, protecting your mindset, organization and culture isn't optional – it's mission-critical. **Protect The House®** reveals **Michael W. Allison's** powerful **4-Walls Resilience Framework™ – (Identity, Boundaries, Discipline, and Renewal)** – a practical system that helps leaders and teams build internal architecture **"House Rules"** strong enough to withstand any storm.

This keynote teaches how to fortify mental, emotional, and cultural **"walls"** that protect energy, focus, and trust – creating leaders and organizations that don't just survive pressure but thrive because of it.








U.S. MARINE CORPS | PURPLE HEART VETERAN

**MICHAEL W.  
ALLISON**

### This Program is Perfect for:



-  Executive teams rebuilding trust, cohesion, or culture after disruption or rapid change.
-  HR, People & Culture, and DEI leaders focused on psychological safety and retention.
-  Government, education, and mission-driven organizations where resilience is essential.
-  Entrepreneurs and business owners managing high stress and organizational fatigue.
-  Leadership conferences and summits exploring resilience, wellbeing, and culture.

### The Audience will Leave with:

-  A resilience model that turns burnout prevention into a leadership discipline.
-  Tools to establish identity-driven boundaries and habits that sustain performance. using the 4-Walls Resilience Framework™
-  Clarity on how to align culture, trust, and execution under pressure.
-  Strategies to protect energy, strengthen teams, and ensure long-term wellbeing.
-  The inspiration to lead from the inside out – where identity drives endurance.



## Why Audiences Love this Program:

-  Michael's storytelling, presence, and precision transform resilience from a buzzword into a system. His 4-Walls Resilience Framework™ and internal architecture "House Rules" gives audiences a tangible way to safeguard culture, performance, and purpose.
-  With authenticity and heart, he bridges science, story, and strategy — helping leaders not just endure adversity, but leverage it to build stronger, more unified teams. Event planners praise it as a keynote that blends emotional connection with immediately actionable takeaways.

## Keynote Inclusions when you Book Michael:

### Give Your Audience Timeless Valuable Assets

#### Pre-Event Value

- Customized 60-Minute Keynote + Q&A:** Tailored to your audience, theme, and goals.
- Pre-Event Questionnaire & Strategy Call:** Collaborative planning to align on desired outcomes.
- Branded 60-Second Promo Video:** Custom marketing asset to boost excitement and registration.

#### On-Stage Experience

- Engaging Storytelling + Actionable Frameworks:** A powerful blend of energy, relevance, and precision.
- Live Interaction + Audience Engagement:** Real-time polling, reflection moments, and leadership activation.
- Optional Book Signing + Meet & Greet:** Break The Bottle® best-seller & photo opportunities.
- Optional Media / Podcast Interviews:** Extend event visibility and thought-leadership reach.

#### Post-Event Momentum

- 10-Minute Training Video + Workbook:** Reinforces key takeaways and drives ongoing action.
- Digital Workbook + Audiobook Access:** Extend the learning experience beyond the event.
- Post-Event Video Recap:** Custom highlights and testimonial reel for your internal use.
- Break The Bottle® Productivity App:** Helps leaders implement daily mindset and performance practices.

#### Optional Add-Ons

- Pre-Conference Workshop:** Deep-dive application of frameworks before your main event.
- Executive Leadership Retreat:** High-impact immersion for senior teams.
- Coaching & Consulting Programs:** Includes assessments and performance diagnostics for sustained growth.

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## Michael Allison's keynote was nothing short of transformational.

“Authentic. Relevant. Remarkable. Michael didn't just inspire — he equipped. His message on Adversity Leadership® gave our leaders a framework to stay clear, courageous, and composed under pressure. It wasn't theory — it was transformation in real time.”

### Jordan Hayes

VP of Leadership Development, Boeing Defense & Space

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## Michael Allison's keynote speeches leave a lasting impact.

“Michael's message on Adversity Leadership® didn't just inspire our leaders—it recalibrated how we think, decide, and perform under pressure. His 3-C Framework gave us a structure for clarity, courage, and culture that we can use every day. It's more than a keynote—it's a new operating system for leadership.”

### Nina Chavez

Chief Human Capital Officer, Lockheed Martin Corporation

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## APA References for Protect The House®

**Brown, B. (2018).** Dare to lead: Brave work. Tough conversations. Whole hearts. New York, NY: Random House.

*Brené Brown explores the role of vulnerability, emotional resilience, and courageous leadership—key themes in building internal strength and protecting one's emotional space.*

**Goleman, D. (1995).** Emotional intelligence: Why it can matter more than IQ. New York, NY: Bantam Books.

*Daniel Goleman's work on emotional intelligence supports the Protect The House™ philosophy by emphasizing self-awareness, emotional regulation, and relational boundaries.*

**Loehr, J., & Schwartz, T. (2003).** The power of full engagement: Managing energy, not time, is the key to high performance and personal renewal. New York, NY: Free Press.

*This resource reinforces the message that energy—not time—is the most critical resource, aligning directly with your content on guarding energy and sustainable performance.*

**Neff, K. (2011).** *Self-compassion*: The proven power of being kind to yourself. New York, NY: William Morrow.

*Neff's research supports the Wall of Recovery by emphasizing the need for internal grace, emotional reset, and mental restoration during times of pressure or failure.*

**Duckworth, A. (2016).** Grit: The power of passion and perseverance. New York, NY: Scribner.

*Angela Duckworth's work on grit complements the Wall of Discipline by underscoring the power of consistent, resilient effort over time—essential to building inner infrastructure.*