



# KEYNOTE 1

## Adversity Leadership®

Lead with Precision When It Matters Most

Available In-Person or Virtual

### Brief Description:

The **Adversity Leadership®** strategy transforms how leaders and organizations respond to pressure—shifting from reactivity and burnout to clarity, composure, and command. Drawing from combat, corporate, and crisis-tested experience, **Michael W. Allison** provides the techniques of having the **Adversity Advantage** by introducing his proven **3-C Leadership Framework™ (Clarity → Courage → Culture)**—a practical process for performing with precision when it matters most.

The framework guides leaders to first clarify their mission and identity before the moment of pressure, then to lead with courage through controlled adversity, and finally to cultivate culture that sustains trust, rhythm, and results long after the challenge has passed. Through powerful storytelling, measurable systems, and actionable tools, this keynote reveals how leaders can convert stress into strategy, confusion into command, and adversity into a lasting strategic advantage.








U.S. MARINE CORPS | PURPLE HEART VETERAN

**MICHAEL W.  
ALLISON**

### This Program is Perfect for:



-  Executives, senior leaders, and managers navigating disruption, transformation, or high-stakes decision-making.
-  HR, L&D, and OD professionals driving culture and resilience initiatives.
-  Government and public-sector leaders managing pressure, crisis, or change at scale.
-  Entrepreneurs and founders seeking structure, clarity, and endurance during rapid growth.
-  Conference audiences craving an authentic message that bridges trust, performance, and purpose.

### The Audience will Leave with:

-  A new model of leadership designed for today's volatile world—built on identity, clarity, and execution excellence.
-  A practical roadmap for leading under pressure using the 3-C Leadership Framework™ (Clarity → Courage → Culture).
-  A system to sustain culture, trust, and performance when everything feels uncertain.
-  The mindset and tools to transform pressure into precision—and adversity into advantage.
-  The inspiration to lead with courage, conviction, and calm clarity in every mission.






## Why Audiences Love this Program:

-  Michael isn't just a speaker—he's lived the message. A Purple Heart Marine, government executive, and INC 5000 entrepreneur, he embodies the discipline, faith, and composure he teaches.
-  His Adversity Leadership® Framework™ doesn't just motivate—it measures results, helping leaders and organizations install systems that keep performance strong when pressure rises. Audiences leave with the confidence, structure, and courage to lead with clarity—even in chaos.





## 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.

When you bring Michael W. Allison to your stage, you get more than a keynote — you get an unforgettable experience engineered for clarity, connection, and lasting impact.

## 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

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

"Authentic. Relevant. Remarkable. Michael delivered one of the most powerful keynote experiences we've had in years. He didn't just engage our audience—he equipped them to lead through adversity, be creative, build resilience and perform with purpose. The feedback has been phenomenal."

**Rebecca Romano**

SVP, Head of Global Talent Development, NBC Universal Media

## APA References for Adversity Leadership®:

**Dweck, C. S. (2006).** *Mindset: The new psychology of success.* New York, NY: Random House.

*Dweck's exploration of fixed versus growth mindset complements the Clarity pillar of Adversity Leadership®, underscoring how perspective and belief systems determine leadership composure and decision clarity under pressure.*

**Goleman, D. (1998).** *Working with emotional intelligence.* New York, NY: Bantam Books.

*Goleman's research connects directly with the Courage pillar by showing how emotional awareness and self-regulation enhance leadership performance during high-stakes environments.*

**Lencioni, P. (2002).** *The five dysfunctions of a team: A leadership fable.* San Francisco, CA: Jossey-Bass.

*Lencioni's framework reinforces the Culture pillar of Adversity Leadership®, illustrating how trust, accountability, and communication create resilient, high-performing teams even amidst adversity.*

**Schein, E. H., & Schein, P. A. (2017).** *Organizational culture and leadership (5th ed.).* Hoboken, NJ: Wiley.

*This work parallels your focus on cultivating culture as a measurable system—highlighting how leaders embed values, clarity, and consistency across teams under dynamic conditions.*

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

*Duckworth's findings align with your message of sustained courage and composure—showing that true leadership mastery comes from disciplined endurance and mission alignment under prolonged pressure.*



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# KEYNOTE 2

## Break The Bottle®

Shatter Limitations, Master Solution Thinking, and Lead with Clarity

Available In-Person or Virtual

### Brief Description:

When pressure hits, most leaders try to control what's happening around them — but the real transformation begins when they confront what's happening within. **Break The Bottle®** is a high-impact experience that challenges audiences to identify and shatter the internal barriers that limit performance, clarity, and courage.

Using **Michael W. Allison's** proven **3-D Leadership Framework™ (Decision → Direction → Destination)**, leaders learn how to rewire their mindset from survival mode to solution mode and lead with precision even in the most high-stakes environments. This isn't just motivation — it's a blueprint for clarity, composure, and decisive leadership under pressure.

### This Program is Perfect for:

- Corporate, government, and nonprofit leaders navigating rapid change, disruption, or growth.
- Professionals struggling with self-doubt, burnout, or identity misalignment.
- Sales and performance-driven teams needing a mindset breakthrough to sustain results.
- Conference audiences seeking both inspiration and practical leadership frameworks.
- Organizations wanting to transform fear, fatigue, and friction into focus and momentum.

### The Audience will Leave with:

- A deep understanding of how internal limitations shape external results — and how to break them.
- A practical framework to think clearly, decide faster, and lead with conviction using the 3-D Leadership Framework™ (Decision → Direction → Destination).
- Tools to shift from reaction to rhythm, aligning values, decisions, and actions.
- Renewed clarity of purpose and confidence to perform under pressure.
- A powerful call to lead with identity, intention, and impact.





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## Why Audiences Love this Program:

-  Michael's authenticity, energy, and credibility create an unforgettable experience that moves audiences from awareness to activation. Drawing from combat-tested discipline, trauma-informed science, and real-world corporate leadership, he delivers a keynote that feels personal yet professionally transformative.
-  Audiences don't just leave inspired – they leave equipped to break internal barriers and lead with clarity that lasts.





## Keynote Inclusions when you Book Michael:

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### Pre-Event Value

-  **Customized 60-Minute Keynote + Q&A:** Tailored to your audience, theme, and goals.
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### On-Stage Experience

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-  **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

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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

## APA References for Break The Bottle®:

**Clear, J. (2018). Atomic habits: An easy & proven way to build good habits & break bad ones. New York, NY: Avery.**

*James Clear explores how micro-changes in habit formation drive identity change and long-term success—aligning with the message of shifting behavior through mindset clarity.*

**Dispenza, J. (2014). Breaking the habit of being yourself: How to lose your mind and create a new one. Carlsbad, CA: Hay House, Inc.**

*Dispenza's work is a direct parallel to your "Break The Bottle" concept—retraining the subconscious mind to escape limiting beliefs and step into a new level of consciousness and leadership.*

**Maxwell, J. C. (2007). The 15 invaluable laws of growth: Live them and reach your potential. Nashville, TN: Thomas Nelson.**

*Maxwell delivers foundational principles on intentional growth, identity, and purpose—essential themes in personal leadership and mindset elevation.*

**Sinek, S. (2011). Leaders eat last: Why some teams pull together and others don't. New York, NY: Portfolio.**

*Sinek reinforces the importance of purpose and identity-driven leadership, helping participants understand why internal transformation fuels external impact.*

**Boyatzis, R. E., & McKee, A. (2005). Resonant leadership: Renewing yourself and connecting with others through mindfulness, hope, and compassion. Boston, MA: Harvard Business Press.**

*This work supports your framework's connection between identity, emotional mastery, and peak performance—key pillars in unlocking lasting leadership transformation.*



# 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.








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### 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:

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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.*