



STAGE INTRO

MICHAEL W. ALLISON

LONG STAGE INTRO

Ladies and gentlemen – get ready to experience a speaker whose life and leadership were not shaped in theory, **but forged under fire.**

Michael W. Allison is not your typical keynote speaker. He's a **U.S. Marine Corps Veteran and Purple Heart recipient** who went from surviving a **VBIED car bomb attack in Iraq** to leading national transformations across corporate America.

He's the visionary Founder and CEO of The **Adversity Academy Leadership Development Group**, and the creator of groundbreaking frameworks like **Break The Bottle®**, **Protect The House®**, **Leadership Re-Entry™**, and the **Leadership Executive Core Qualification Matrix (LECQM 2.0)** – systems that help leaders and organizations thrive under pressure, build resilient cultures, and lead with identity, clarity, and conviction.

Over the past 20 years, Michael has advised **Fortune 500 companies, federal agencies, and global brands** – from **Microsoft and Salesforce to TEDx, Netflix, ESPN, NBC, and Apple**. His work fuses neuroscience, military precision, and organizational psychology to unlock clarity, trust, and high-performance leadership that lasts long after the applause fades.

A **best-selling author, TEDx speaker, and INC 5000 entrepreneur**, Michael's life and message prove that adversity isn't the end of the story – it's the beginning of transformation.

When he's not on stage, you'll find him **restoring classic muscle cars, traveling with his wife Courtney, or hosting the Break The Bottle® Podcast**, where he interviews thought leaders, creatives, and warriors about the mindset of mastery.

Now – before we welcome him to the stage, please turn your attention to the screen for a short video that captures his story, his mission, and the movement he's built around resilience and performance.

And now...

Please stand to your feet and help me welcome a leader who doesn't just motivate – he activates...

A Marine, a mindset master, and a movement-maker...

Michael W. Allison!



**PAUSE FOR
VIDEO TO PLAY**



**STAGE INTRO
MUSIC**



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STAGE INTRO

MICHAEL W. ALLISON

SHORT STAGE INTRO

Ladies and gentlemen, please welcome to the stage a speaker whose leadership was forged under fire.

Michael W. Allison is a **U.S. Marine Purple Heart Veteran, TEDx speaker, best-selling author, and award-winning entrepreneur.** As the CEO of The Adversity Leadership Institute, he's trained and inspired leaders at **Microsoft, Salesforce, Netflix, ESPN,** and more — teaching them to transform adversity into advantage and pressure into performance.

His frameworks —**The Adversity Leadership®**, **Break The Bottle®**, **Protect The House®**, **Leadership Re-Entry™**, and **LECQM 2.0** — have redefined modern leadership, helping thousands lead with clarity, courage, and conviction.

He's been featured on **NBC, ESPN, The Jennifer Hudson Show,** and **TEDx,** and his message is simple:

—Adversity doesn't define you — it refines you.

Please rise and join me in welcoming Michael W. Allison!



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