

U.S. MARINE CORPS | PURPLE HEART VETERAN

**MICHAEL W.
ALLISON**

OFFICIAL PRESS KIT

MICHAEL W. ALLISON

U.S. Marine Purple Heart Veteran | Best-Selling Author
Award-Winning Keynote Speaker | Leadership Strategist
Founder & CEO The Adversity Leadership Institute

Overview

Michael W. Allison is a globally recognized authority in identity-driven leadership, organizational resilience, and performance psychology. **A Purple Heart U.S. Marine Corps Veteran, TEDx speaker, best-selling author, and INC 5000 entrepreneur**, Michael has spent more than two decades helping leaders and organizations transform adversity into advantage – empowering them to perform with clarity, courage, and conviction under pressure.

From surviving a VBIED attack in Iraq to leading high-stakes transformations in corporate America, Michael's story embodies resilience, reinvention, and purpose. **As the Founder & CEO of The Adversity Leadership Institute**, he partners with Fortune 500 companies, federal agencies, and global brands to strengthen cultures, elevate leadership capacity, and ignite identity-driven performance.

Clients Include



VISA

LOCKHEED MARTIN

BOEING

NETFLIX



Microsoft

AMEX

Apple

ECOLAB

Mercedes-Benz

UNITED WAY
Pennsylvania

amazon

ESPN

NORFOLK SOUTHERN







+1 (561) 327 4038

www.michaelwallison.com


Signature Leadership Frameworks

- ✓ **The Adversity Leadership® (3C's Framework)** — A Three-Step Process Where the Adversity Advantage Provides Clarity, Courage, and Culture.
- ✓ **Break The Bottle® (3-D Framework)** — A model for shattering internal limitations through Decision, Direction, and Destination.
- ✓ **Protect The House® (4-Walls Method)** — A framework for building the internal infrastructure "House Rules" of trust, energy, and focus that sustains performance.
- ✓ **Leadership Re-Entry™** — A blueprint for helping executives and teams transition through high-stakes environments and seasons of disruption.
- ✓ **LECQM 2.0 (Leadership Executive Core Qualification Matrix)** — A next-generation identity-based system that measures and develops transformational leaders through behavioral science, neuroscience, and performance metrics.

Media Highlights

-  **Television:** The Jennifer Hudson Show, NBC, ESPN, Military Makeover with Montel Williams.
-  **Publications:** USA Today, VFW Magazine, Franchise Consultant, The U.S. Times.
-  **Podcasts:** Urban Valor, About Face, Ryan Pyle Podcast, Burn The Ship, IWU Distinguished Alumni.
-  **Awards:** Purple Heart Medal, Distinguished Alumni Award, Indiana Wesleyan University (2022)

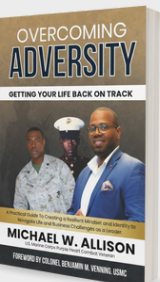
Books by Best Selling Author Michael W. Allison



Break The Bottle®
Shatter Limitations, Master Solution Thinking, and Achieve Extraordinary Success.

Built around the **3-D Framework™**, this best-selling book helps readers realign identity, rebuild resilience, and turn pressure into purpose.

Available on: [Amazon](#) ✨ [Barnes & Noble](#) ✨



Overcoming Adversity
Getting Your Life Back On Track - A Memoir and Leadership Guide to Rebuilding Identity Through Resilience and Faith.

A raw, redemptive story of trauma, triumph, and transformation — combining Marine grit, science, and faith.

Available on: [Amazon](#) ✨ [Barnes & Noble](#) ✨

Speaking Topics

Keynote 1:

Adversity Leadership®

Lead with Precision When It Matters Most



Keynote 2:

Break The Bottle®

Shatter Limitations, Master Solution Thinking, and Lead with Clarity



Keynote 3:

Protect The House®

Build Resilient Leaders and Cultures from the Inside Out



Watch & Listen

▶ **Official Speaker Reel:** [Watch Here](#) ✨

▶ **TEDx Talk:** [“Hurricanes of Life”](#) ✨

▶ **Military Makeover Feature:** [Montel Williams Show](#) ✨

▶ **Podcast:** The After-Action Review (AAR) — Real leaders. Real pressure. Real lessons.

Sample Interview Questions

- ❓ How did your combat experience shape your leadership philosophy?
- ❓ What is identity-driven leadership, and how does it differ from traditional models?
- ❓ How do you help executives lead under pressure without burnout?
- ❓ What inspired The Adversity Academy and your mission to redefine leadership?
- ❓ How can leaders reframe adversity into advantage in today's world?


Approved Media Quotes


“Pressure doesn't break great leaders — it builds them.”
Michael W. Allison


“Leadership starts with identity. Strategy means nothing without self-command.”
Michael W. Allison


“Adversity isn't the enemy of success; it's the training ground for it.”
Michael W. Allison

Media Assets

 High-resolution headshots (color + black & white)

 Stage & keynote photos

 Logos: The Adversity Leadership Institute

 Book covers: Break The Bottle® and Overcoming Adversity

 Signature image

[ACCESS MEDIA ASSETS](#)



Contact & Booking

Press & PR Inquiries: support@adversityleadershipinstitute.com

Speaking Engagements: support@adversityleadershipinstitute.com

Official Website: www.michaelwallison.com

Training & Consulting: www.adversityleadershipinstitute.com

Social Media:       

Press Kit Summary Table

Category	Contents
Biography	Full, Condensed, and Short Versions
Media Features	TV, Print, Podcasts, Awards
Speaking Topics	Keynotes, Workshops, Leadership Frameworks
Books	Break The Bottle®, Overcoming Adversity
Visual Assets	Headshots, Logos, Signature
Contact	Direct Booking + Media Information
Video	Speaker Reel, TEDx, Keynote Highlights