

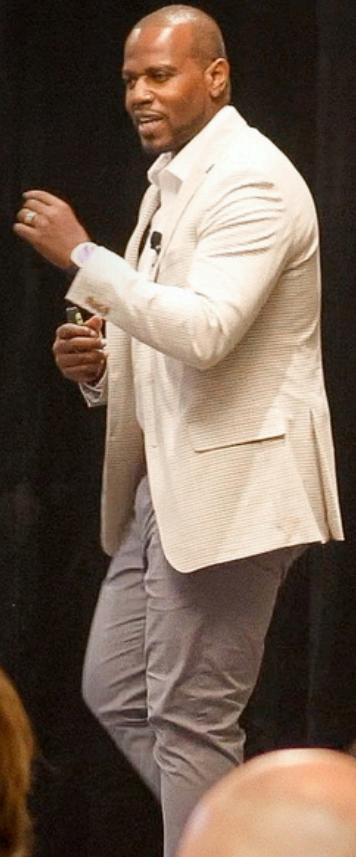
U.S. MARINE CORPS | PURPLE HEART VETERAN

**MICHAEL W.
ALLISON**

OFFICIAL MEDIA 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. As a **Purple Heart Marine Veteran, TEDx speaker, best-selling author, and award-winning INC 5000 entrepreneur**, Michael helps leaders and organizations turn adversity into advantage and pressure into performance.

He is the Founder & CEO of **The Adversity Leadership Institute**, a global training and consulting firm serving Fortune 500 companies, government agencies, and high-performing teams. His message blends neuroscience, story, and strategy to help audiences lead with clarity, courage, and conviction under pressure.

Clients Include



VISA



NETFLIX



+1 (561) 327 4038

www.michaelwallison.com

Brand Mission & Values

Mission:

To help leaders and organizations break limitations, build trust, and lead with precision under pressure.

Core Values:

- ✓ **Integrity:** Leadership begins with truth and trust.
- ✓ **Resilience:** Pressure reveals power, not weakness.
- ✓ **Clarity:** Simplicity outperforms complexity.
- ✓ **Faith:** Purpose fuels perseverance.
- ✓ **Impact:** Transformation over inspiration – every time.


The Adversity Leadership Institute

Founded by Michael W. Allison, **The Adversity Leadership Institute** equips executives, teams, and organizations to perform under pressure through identity-based leadership systems and measurable transformation tools.

Core Offerings:


- Executive Leadership Coaching & Consulting (Private, Group, and Corporate)
- Keynote Speaking & Leadership Conferences
- Organizational Resilience Systems (LECQM 2.0)
- Online Learning through The Adversity Academy™
- Workshops, Retreats, and Certification Programs

Media Features & Appearances

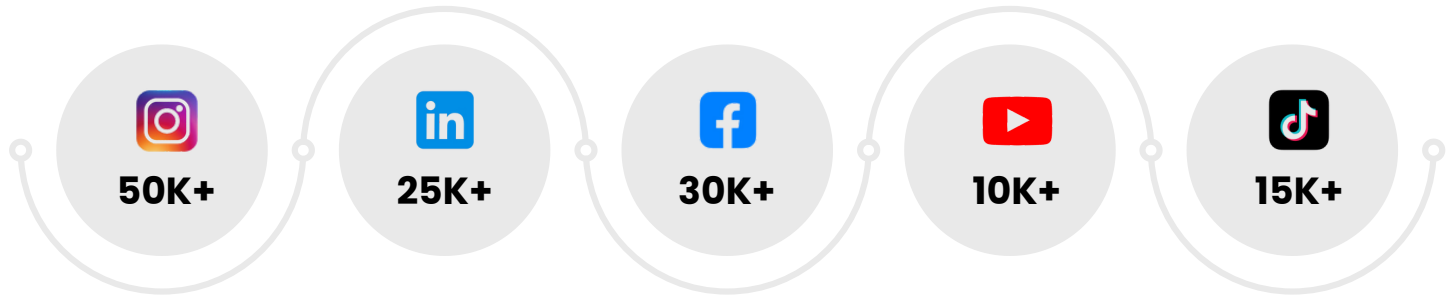
 **Television:** The Jennifer Hudson Show, NBC, ESPN, Military Makeover with Montel Williams.

 **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)

Social Reach (as of 2025)



Combined Audience Reach: 130K+ professionals, leaders, and entrepreneurs globally.

Books & Thought Leadership

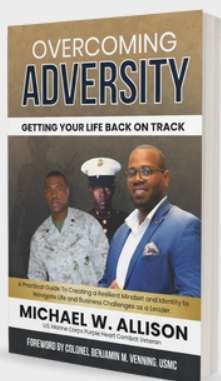


Break The Bottle®

Shatter Limitations, Master Solution Thinking, and Achieve Extraordinary Success.

A high-impact guide to mastering mindset, clarity, and purpose under pressure. Built around Michael's **3-D Framework™ (Decision. Direction. Destination.)**, the book teaches readers how to transform adversity into advantage.

Available on: Amazon 🚀 Barnes & Noble 🚀



Overcoming Adversity

Getting Your Life Back On Track - A Memoir and Practical Guide to Resilience and Reinvention.

A raw, redemptive journey through trauma, leadership, and renewal that helps readers rebuild identity and confidence through faith and discipline.

Available on: Amazon 🚀 Barnes & Noble 🚀

Speaking & Programs

Michael delivers transformative keynotes and training experiences that turn pressure into performance.

Flagship Keynotes:

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



Speaking Style: Cinematic storytelling meets strategic application — combining military precision, neuroscience, and business leadership for measurable results.

 [Watch Speaker Reel](#)

Partnerships & Collaborations


Michael is available for collaborations and partnerships in:


- Leadership Campaigns & Brand Ambassadorships
- Corporate Training Initiatives
- Veteran & Resilience Advocacy Projects
- Media & Podcast Interviews
- Nonprofit and Faith-Based Collaborations


Past brand and event partners include Microsoft, NBC Universal, TEDx, and ESPN.


Media Assets

 High-resolution headshots (color + black & white)

 Speaker reel and event highlight videos

 Logo suite (Adversity Academy + personal brand)

 Book covers: Break The Bottle®, Overcoming Adversity

 Approved pull quotes and social media captions

[ACCESS MEDIA ASSETS](#)

Quote Examples:

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

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

“Clarity creates confidence. Confidence creates conviction. Conviction creates leaders.”
Michael W. Allison

Contact & Booking

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Speaking Engagements: support@adversityleadershipinstitute.com

Websites: www.michaelwallison.com | www.adversityleadershipinstitute.com

Social Media:        | iammmichaelwallison

Media Kit Summary Table

Category	Included Elements
Brand Overview	Bio, Mission, Values
Media Coverage	TV, Print, Podcasts, Awards
Audience & Reach	Demographics & Engagement Stats
Thought Leadership	Books, Frameworks, Keynotes
Collaborations	Corporate, Nonprofit, and Faith-Based
Assets	Headshots, Logos, Speaker Reel
Contact	Direct Booking & PR Info