



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.