

U.S. MARINE CORPS | PURPLE HEART VETERAN

**MICHAEL W.
ALLISON**

ELECTRONIC 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



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Speaker Reel & Highlight Videos

- ▶ **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.

Leadership Frameworks

Michael is the creator of four transformational leadership systems that redefine modern resilience and performance:

- ✔ **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.

Keynote Topics

Michael delivers high-energy cinematic, story-driven experiences that transform mindsets and activate action that are results-based experiences that inspire, educate, and activate.

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




The leadership framework for building cultures of trust, energy, and performance under pressure.

Notable Media Features

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

 **Print & Online:** 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

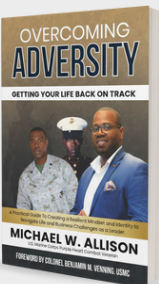


Break The Bottle®

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

Explores the **3-D Framework™ (Decision, Direction, Destination)** to help readers transform identity and purpose.

Available on: Amazon  Barnes & Noble 



Overcoming Adversity

A Memoir and Leadership Guide to Resilience and Reinvention.

A story of trauma, triumph, and transformation – blending Marine grit with leadership science and faith.

Available on: Amazon  Barnes & Noble 

Testimonials

“Michael doesn’t just speak – he moves people to action. His precision, story, and energy create transformation.”

Joy Smith – *Corporate Event Producer, Microsoft* ★★★★★


“Every leader should experience Michael Allison once in their career. It’s not motivation – it’s activation.”


Jenny McNair – *VP of Leadership Development, Ecolab* ★★★★★


“A powerhouse on stage. His frameworks are actionable, scalable, and unforgettable.”


Jim Preston – *Conference Director, TEDx* ★★★★★

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](#)



Collaborations & Partnerships

Michael partners with organizations, media outlets, and event hosts on:

- Leadership summits & resilience programs
- Veteran & diversity initiatives
- Corporate training campaigns
- Podcast & media interviews
- Strategic brand collaborations

Booking Information

Speaking Engagements: support@adversityleadershipinstitute.com

Press & Media: support@adversityleadershipinstitute.com

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

Social Media:        | [iammichaelwallison](https://www.instagram.com/iammichaelwallison)

Category	Included Elements
Bio & Overview	Short + Full Biography
Video Links	Speaker Reel, TEDx, Keynotes
Keynotes	Titles + Summaries
Media	Features, Awards, Publications
Testimonials	Corporate & Event Reviews

Category	Included Elements
Books	Break The Bottle®, Overcoming Adversity
Assets	Headshots, Logos, Signatures
Contact	Direct Booking + PR Info