



U.S. MARINE CORPS | PURPLE HEART VETERAN

**MICHAEL W.  
ALLISON**

# MICHAEL W. ALLISON, MBA

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



**Shatter Limitations. Lead With Identity.  
Perform With Precision Under Pressure.**

**From the Battlefield to the Boardroom — A Story  
of Purpose, Power & Performance Under Pressure.**

## Clients Include



## MEET Michael W. Allison, MBA

Michael W. Allison, MBA, is a **globally recognized authority in identity driven leadership, resilience, and performance psychology. A U.S. Marine Corps Purple Heart Veteran, TEDx speaker, best-selling author, and award-winning INC 5000 entrepreneur**, Michael's mission is simple — to help people and organizations **turn adversity into advantage and pressure into performance.**

From surviving a **VBIED car bomb attack in Iraq** to leading national transformation initiatives in the **Department of Veterans Affairs** and building an **INC 5000 franchise**, Michael's story is one of **grit, grace, and growth.**

As the Founder & CEO of **The Adversity Leadership Institute**, he equips Fortune 500 leaders and high-performance teams to **build cultures of trust, innovation, and clarity.** His systems blend **neuroscience, story, and strategy** — creating transformation that lasts long after the applause fades.

**Michael doesn't just inspire...He activates change.**

## KEYNOTE 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*

## PROGRAM OPTIONS (In-Person or Virtual)

- Keynotes
- Workshops
- Executive Coaching
- Consulting
- Corporate Training
- Panels
- Retreats

## MEDIA & RECOGNITION

- INC 5000 Award (Franchise Owner)
- Featured on NBC, ESPN, The Jennifer Hudson Show, Military Makeover with Montel Williams, USA Today and VFW Magazine
- Distinguished Alumni Award — Indiana Wesleyan University
- Featured Speaker for Microsoft FABCON, ESPN Leadership Conference, and TEDx: Hurricanes of Life



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