



KEYNOTE 2

Break The Bottle®

Shatter Limitations, Master Solution Thinking, and Lead with Clarity

Available In-Person or Virtual

Brief Description:

When pressure hits, most leaders try to control what's happening around them — but the real transformation begins when they confront what's happening within. **Break The Bottle®** is a high-impact experience that challenges audiences to identify and shatter the internal barriers that limit performance, clarity, and courage.

Using **Michael W. Allison's** proven **3-D Leadership Framework™ (Decision → Direction → Destination)**, leaders learn how to rewire their mindset from survival mode to solution mode and lead with precision even in the most high-stakes environments. This isn't just motivation — it's a blueprint for clarity, composure, and decisive leadership under pressure.








U.S. MARINE CORPS | PURPLE HEART VETERAN

**MICHAEL W.
ALLISON**

This Program is Perfect for:



-  Corporate, government, and nonprofit leaders navigating rapid change, disruption, or growth.
-  Professionals struggling with self-doubt, burnout, or identity misalignment.
-  Sales and performance-driven teams needing a mindset breakthrough to sustain results.
-  Conference audiences seeking both inspiration and practical leadership frameworks.
-  Organizations wanting to transform fear, fatigue, and friction into focus and momentum.

The Audience will Leave with:

-  A deep understanding of how internal limitations shape external results — and how to break them.
-  A practical framework to think clearly, decide faster, and lead with conviction using the 3-D Leadership Framework™ (Decision → Direction → Destination).
-  Tools to shift from reaction to rhythm, aligning values, decisions, and actions.
-  Renewed clarity of purpose and confidence to perform under pressure.
-  A powerful call to lead with identity, intention, and impact.






Why Audiences Love this Program:

-  Michael's authenticity, energy, and credibility create an unforgettable experience that moves audiences from awareness to activation. Drawing from combat-tested discipline, trauma-informed science, and real-world corporate leadership, he delivers a keynote that feels personal yet professionally transformative.
-  Audiences don't just leave inspired – they leave equipped to break internal barriers and lead with clarity that lasts.





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.

"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

Michael Allison's keynote was nothing short of transformational.

"Authentic. Relevant. Remarkable. Michael didn't just inspire — he equipped. His message on Adversity Leadership® gave our leaders a framework to stay clear, courageous, and composed under pressure. It wasn't theory — it was transformation in real time."

Jordan Hayes

VP of Leadership Development, Boeing Defense & Space

APA References for Break The Bottle®:

Clear, J. (2018). Atomic habits: An easy & proven way to build good habits & break bad ones. New York, NY: Avery.

James Clear explores how micro-changes in habit formation drive identity change and long-term success—aligning with the message of shifting behavior through mindset clarity.

Dispenza, J. (2014). Breaking the habit of being yourself: How to lose your mind and create a new one. Carlsbad, CA: Hay House, Inc.

Dispenza's work is a direct parallel to your "Break The Bottle" concept—retraining the subconscious mind to escape limiting beliefs and step into a new level of consciousness and leadership.

Maxwell, J. C. (2007). The 15 invaluable laws of growth: Live them and reach your potential. Nashville, TN: Thomas Nelson.

Maxwell delivers foundational principles on intentional growth, identity, and purpose—essential themes in personal leadership and mindset elevation.

Sinek, S. (2011). Leaders eat last: Why some teams pull together and others don't. New York, NY: Portfolio.

Sinek reinforces the importance of purpose and identity-driven leadership, helping participants understand why internal transformation fuels external impact.

Boyatzis, R. E., & McKee, A. (2005). Resonant leadership: Renewing yourself and connecting with others through mindfulness, hope, and compassion. Boston, MA: Harvard Business Press.

This work supports your framework's connection between identity, emotional mastery, and peak performance—key pillars in unlocking lasting leadership transformation.