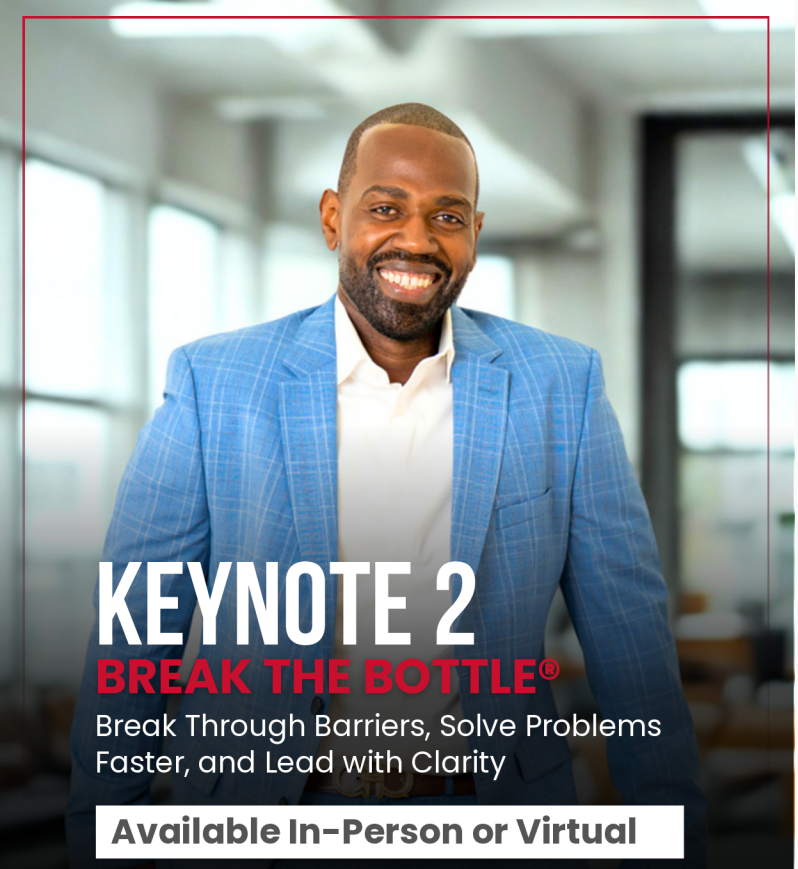

KEYNOTE 2

BREAK THE BOTTLE®

Break Through Barriers, Solve Problems Faster, and Lead with Clarity

Available In-Person or Virtual

BRIEF DESCRIPTION:

Every organization encounters barriers that slow progress, weaken execution, and limit performance. While many leaders focus on external challenges, the greatest obstacles are often the beliefs, assumptions, and thinking patterns that quietly restrict decision-making, accountability, and growth.

Break The Bottle® helps leaders and teams identify the invisible barriers holding them back and replace them with a practical framework for clarity, ownership, and solution-focused leadership.

Drawing from his bestselling book and leadership experience across the military, government, higher education, technology, and entrepreneurship, Michael W. Allison introduces his proven 3-D Leadership Framework™:

Decision → Direction → Destination

This framework equips leaders to make better decisions, create alignment around priorities, and execute with greater confidence and consistency.

Through compelling storytelling, practical leadership lessons, and actionable tools, audiences learn how to eliminate limiting beliefs, strengthen problem-solving skills, overcome uncertainty, and create momentum when progress feels stalled.

Break The Bottle® is more than a motivational keynote. It is a blueprint for helping leaders and teams think differently, solve problems faster, and achieve results with greater clarity and purpose.

U.S. MARINE CORPS | PURPLE HEART VETERAN

MICHAEL W. ALLISON

THIS PROGRAM IS PERFECT FOR:

- Organizations experiencing change, disruption, or rapid growth
- Leaders seeking to strengthen accountability, execution, and decision-making
- Sales, operations, and performance-driven teams looking to improve results
- Professionals navigating uncertainty, transition, or increased responsibility
- Conferences and leadership events focused on growth, innovation, and performance

THE AUDIENCE WILL LEAVE WITH:

- A practical framework for overcoming barriers that limit performance and results
- Tools for improving decision-making, accountability, and problem-solving
- Strategies for shifting from reactive thinking to solution-focused leadership
- Greater clarity around priorities, actions, and desired outcomes
- A renewed sense of confidence, ownership, and personal responsibility

WHY AUDIENCES LOVE THIS PROGRAM:

- Michael combines authentic storytelling with practical leadership frameworks that audiences can immediately apply in their work and lives.
- His unique perspective, shaped by leadership experience in combat, transportation, government, higher education, technology, and entrepreneurship, creates a message that is both deeply personal and highly relevant to today's leadership challenges.
- Audiences leave energized, equipped, and ready to take action with a proven framework that helps them break through barriers, solve problems faster, and lead with greater clarity.

(561) 327 4038 support@adversityleadershipinstitute.com www.michaelwallison.com

WHAT TO EXPECT

A Keynote Experience Designed for Lasting Impact.

Every keynote is thoughtfully customized to align with your organization's goals, audience, and event theme. Michael partners closely with meeting planners to create an experience that delivers value before, during, and long after the event.

EVERY KEYNOTE EXPERIENCE INCLUDES

- A customized keynote tailored to your audience, industry, and event objectives
- A pre-event strategy call to align messaging and desired outcomes
- A professionally produced promotional video to support event marketing
- Audience engagement that is interactive, practical, and immediately actionable
- Optional book signing, executive meet-and-greet, and media interviews
- Post-event resources designed to reinforce learning and sustain momentum

Because great keynotes don't end with applause. They create conversations, influence decisions, and inspire meaningful action long after the event concludes.

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

SPEAKING & EVENT CONTACT

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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.