

MICHAEL W. ALLISON, MBA

Founder & CEO

The Adversity Academy Leadership
Development Group



Award-Winning Keynote Speaker | Author | Advisor | Consultant

BREAK THE BOTTLE

**Shatter Limitations, Equip Your Leaders and Teams to
Perform With Purpose Under Pressure, Unlock
Creativity, and Drive Innovation.**

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MEET MICHAEL W. ALLISON

Keynote Speaker | Resilience Strategist | Leadership Expert | Purple Heart U.S. Marine Veteran
Founder & CEO of The Adversity Academy Leadership Development Group

Michael W. Allison is a globally recognized **keynote speaker, TEDx presenter, best-selling author, and award-winning INC 5000 entrepreneur**. As a U.S. Marine Purple Heart Veteran turned high-performance business leader, Michael is on a mission to help organizations and individuals **break limitations, unlock resilient leadership, and perform with clarity, courage, and purpose—even under extreme pressure**.

He is the visionary behind **The Adversity Academy Leadership Development Group**, a leadership development firm that equips companies to embed resilience, foster identity-driven leadership, and drive innovation in high-stakes environments. His signature frameworks—**Break The Bottle™, Protect The House™, and The Leadership™ Re-Entry Method**—have empowered leaders in over 20 industries to navigate disruption, avoid burnout, and unlock exponential growth.

Leadership Built in the Fire

Michael's journey began in the United States Marine Corps, where **he served in mission-critical roles following 9/11** and survived a devastating VBIED car bomb attack during combat operations in Iraq. His military career—marked by battlefield-tested leadership, trauma recovery, and transformation—set the foundation for what would become his life's mission: **turning adversity into advantage**.

After military service, Michael transitioned into corporate America, earning a **Bachelor's in Information Security Systems and an MBA in Applied Management**. He built a thriving career leading national initiatives on Capitol Hill, managing large-scale IT programs for the Department of Veterans Affairs, and serving in executive leadership roles in both the public and private sectors. Later, he launched and scaled a nationally recognized franchise that landed on the INC 5000 list—growing multi-million-dollar revenues and leading teams through market complexity with innovation, culture-building, and performance discipline.



Global Impact, Corporate Results

With over 20 years of leadership experience, Michael has worked with Fortune 500 companies, federal agencies, nonprofits, and academic institutions to develop leaders who thrive under pressure, lead with identity, and innovate with intention. and performance discipline. disruption, avoid burnout, and unlock exponential growth.

He's been trusted by elite brands including:

Microsoft, Salesforce, Visa, Netflix, NBC, TEDx, AMEX, Apple, ECOLAB, Mercedes-Benz, ESPN, Amazon, Genesis, Norfolk Southern, United Way, and Columbia University.

Michael has delivered transformative keynotes, leadership workshops, and consulting engagements in boardrooms, conferences, and military installations across the U.S. and internationally.

Media, Recognition, and Thought Leadership

Michael's work has been featured on The Jennifer Hudson Show, ESPN, NBC, Military Makeover, VFW Magazine, and About Face Mental Health Tribute, among many others.

He was honored with the 2022 Distinguished Alumni Award by Indiana Wesleyan University for his contributions as a leader, mentor, and community advocate.

He has also been spotlighted by USA Today, Franchise Consultant Magazine, and numerous platforms for his insights on identity-driven leadership and creative resilience.

As host of the Break The Bottle™ Podcast, Michael has interviewed top leaders, executives, creatives, and visionaries around the world—diving deep into stories of adversity, breakthrough, and sustainable performance. His global reach continues to expand through digital courses, media appearances, and a growing international speaker presence.

Michael's Mission

To help leaders and organizations break mental and cultural bottlenecks, unleash creative leadership, and build pressure-tested, purpose-driven performance cultures that thrive in uncertainty.

He doesn't just speak about adversity—he builds frameworks around it.

He doesn't just motivate—he activates change.

CLIENTS INCLUDE:





WHAT AUDIENCES ARE SAYING

★★★★★

"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."

— **DANIELLE CARTER, VICE PRESIDENT OF LEADERSHIP & TALENT DEVELOPMENT, NBC UNIVERSAL.**

★★★★★

"Michael doesn't just speak—he shifts the room. **His session on identity-driven leadership** was exactly what our senior leaders needed. It wasn't motivational fluff—**it was transformational clarity.** Weeks later, the language and tools he shared are still in motion across our teams."

— **RIE MERRITT, SENIOR PROGRAM MANAGER, MICROSOFT FABRIC COMMUNITY.**

It's Time to Break the Bottle on **"Business As Usual"**

Your leaders are STRUGGLING

They're motivating others while silently battling burnout, decision fatigue, and imposter syndrome.

Your teams are STALLED

They're showing up... but not fully engaged. Weighed down by unspoken limitations and culture fatigue. Productivity is present, but passion is missing.

Your Culture Is in an Identity Crisis

When identity isn't aligned—people retreat into survival mode, leadership weakens, creativity & innovation slows, and change feels like a threat instead of an opportunity.

It's time to break the cycle – It's Time for a New Identity—It's time to **Break The Bottle™**



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Michael W. Allison delivers over two decades of proven military, executive, and entrepreneurial leadership—refined into actionable strategies, mindset rewiring, and identity-aligned performance tools that transform teams from the inside out.

He equips leaders and professionals to:

- ✓ **Shatter limitations** and release the mental patterns that quietly sabotage clarity, creativity, and peak performance.
- ✓ **Turn adversity into advantage**, using emotional discipline and solutions thinking to fuel purpose, ownership, and growth.
- ✓ **Rebuild leadership identity** around values, vision, and resilience—so they lead with consistency and conviction under pressure.
- ✓ **Fortify mindset and protect energy**, creating internal alignment that supports innovation, decision-making, and sustainable momentum.

Whether delivering a transformational keynote, facilitating an immersive workshop, or coaching executive teams..

Michael helps your people stop performing from pressure, and start leading from purpose.



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SIGNATURE OFFERINGS

Which Solution Will Deliver...The Boldest Transformation for Your Team?

SPEAKING EXPERIENCE

- Conferences & Trade Shows
- Sports Teams & General Audiences
- Summits, Retreats & Roundtables
- Corporate & Government Events
- Workshops, Webinars & Panels
- Universities & Youth Organizations
- Military & Veteran Organizations
- Associations & NonProfit Organizations

TRAININGS & WORKSHOPS

- Half Day or Multi-Day
- Panel Discussion
- Seminars & Breakout Sessions
- Fireside Chats & MC
- eLearning & Digital Video Series
- Offsite Retreats & Immersive Events

CONSULTING

- Peak Performance & Productivity
- Mental Health, Identity & Mindset
- Motivational & Inspirational
- Organizational Leadership Development
- Team Building & Employee Engagement
- Cultivating Company Culture & Change Management

COACHING

- 1-on-1 Coaching
- Group Coaching



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SIGNATURE OFFERINGS

(IN-PERSON OR VIRTUAL)



Keynote 1 – Break The Bottle

Shatter Limitations, Master Solutions Thinking, and Lead with Peak Performance Identity

Your greatest barrier isn't what's in front of you—it's what's bottled up inside.






In this bold and transformational keynote, Michael W. Allison delivers a message that doesn't just motivate—it activates. Designed for leaders, high-performing professionals, and organizations hungry for meaningful change, Break The Bottle™ challenges audiences to confront and dismantle the internal limitations that quietly sabotage performance, innovation, and fulfillment.

Built on Michael's signature **3-D Framework™ — Decision. Direction. Destination.**, this keynote provides a roadmap to real, sustainable transformation. Drawing from over two decades of military leadership, entrepreneurial success, and resilience coaching, Michael fuses battlefield-tested insight with modern leadership psychology, neuroscience, and identity science to equip audiences with the tools they need to **lead from the inside out.**

Far beyond surface-level motivation, this keynote empowers individuals and teams to:

- ✓ Break free from mental bottlenecks.
- ✓ Shift from survival mode to solutions mode.
- ✓ And build a leadership identity rooted in clarity, creativity, confidence, and purpose.

This program is perfect for:







-  Professionals and executives struggling to align mindset and identity with their goals.
-  Leaders navigating growth, burnout, imposter syndrome or internal conflict.
-  Teams looking to reignite purpose, potential, and peak performance.
-  Individuals stuck in patterns of self-doubt, fear, limiting beliefs or high-functioning frustration.
-  Organizations seeking cultural transformation around confidence, innovation, trust, and accountability.

The audience will leave with:

- A step-by-step process to identify and shatter limiting beliefs holding back growth.
- The 3-D Framework™ for decision-making, clarity, and forward-focused execution.
- Proven strategies to align leadership identity with peak performance and resilience.
- Practical tools to reframe failure, manage pressure, and build emotional discipline.
- Renewed confidence, conviction, and a solutions-first mindset to lead boldly in any environment.

Break The Bottle™ is more than a keynote—it's a reset. Michael doesn't just speak about adversity—he equips your people to rise through it, lead through it, and grow because of it. Attendees will leave with the mindset, tools, and **direction to break through limitations**, master solutions thinking, and lead with a performance identity built to last.

Keynote Inclusions When You Book Michael:

-  **Customized 60-Minute Keynote:**
Tailored to your audience, theme, and event goals.
-  **Pre-Event Strategy & Prep Call:**
Collaborative session to align on objectives and audience impact.
-  **Branded 60-Second Promo Video:**
Custom marketing asset to boost event excitement and registration.
-  **Post-Event 10-Minute Training Video:**
Extended value with practical tools to keep the momentum going.
-  **On-Stage Live Survey + Results Summary:**
Interactive audience engagement and insights delivered post-event.
-  **Complimentary Audiobook & Workbook Access:**
Digital resources to reinforce learning and leadership development.

SIGNATURE OFFERINGS

(IN-PERSON OR VIRTUAL)



Keynote 2 – Protect The House

Building Resilient Leaders from the Inside Out

In today's high-stakes world, burnout, distraction, and internal conflict threaten the very foundation of leadership.

Protect The House™ is a bold, high-impact keynote that equips leaders to fortify their inner world—**mindset, energy, and purpose**—so they can stand tall in the face of adversity, lead with clarity, and thrive in pressure-driven environments.

Drawing from **Michael W. Allison's** battlefield-tested military leadership, executive coaching, and corporate experience, this keynote is an urgent call to own your inner house before you try to lead others—because the most resilient, creative, and impactful leaders build from within.

Using his proprietary **4-Walls Method™**, Michael delivers a transformational blueprint for building internal infrastructure that sustains performance, protects energy, and unleashes innovation—especially when pressure is high and the mission is critical.

Through the powerful metaphor of a house, Michael walks audiences through the architecture of **high-integrity leadership**—from foundation to fixtures. With relatable stories, tactical insights, and strategic tools, participants will learn how to:

- Anchor their leadership in core identity and non-negotiable values.
- Establish visionary boundaries that protect energy and priorities.
- Maintain emotional clarity and respond—not react—to pressure.
- Reinforce everyday habits and rituals that protect what matters most: trust, purpose, creativity, and results.

Whether you're leading a team, scaling a mission, or navigating change, this keynote will help you build the mental, emotional, and operational strength to **Protect The House™**—yourself, your team, and your legacy.

This program is perfect for:



Corporate teams, executives, and entrepreneurs who operate in high-pressure environments and need mental clarity to lead with confidence and discipline.



Leaders and high performers navigating burnout, transitions, or emotional fatigue—seeking a sustainable system to protect energy and elevate resilience.



Organizations aiming to build a culture of self-leadership, trust, and emotional intelligence across departments and diverse teams.



Teams scaling fast and looking to maintain peak performance without sacrificing purpose, well-being, or internal alignment.



Professionals, veterans, and change agents who need a mindset reset and a battle-tested strategy to protect their mission, focus, and impact.

The audience will leave with:

- The 4-Walls Method™—Michael's blueprint for building an “inner command center” rooted in clarity, discipline, and mission.
- Identify and eliminate energy leaks that sabotage focus, leadership, and well-being.
- Build psychological armor to lead through crisis, resistance, and rapid change.
- Cultivate resilience as a daily practice, not a reactive tool.
- Discover how “House Rules” self-leadership directly impacts team trust, culture, and innovation.

Protect The House™ isn't just a motivational keynote—it's a strategic leadership framework.

Michael doesn't simply inspire your people—he equips them to fortify their mindset, eliminate energy leaks, and build the internal strength needed to lead through pressure, adversity, and uncertainty. This experience empowers attendees to **operate with clarity, discipline, and emotional intelligence**—so they can lead themselves and others with resilience, purpose, and trust.

When you protect the house, you protect your mission, your mindset, and your momentum.

Keynote inclusions when you Book Michael:



Customized 60-Minute Keynote:

Tailored to your audience, theme, and event goals.



Pre-Event Strategy & Prep Call:

Collaborative session to align on objectives and audience impact.



Branded 60-Second Promo Video:

Custom marketing asset to boost event excitement and registration.



Post-Event 10-Minute Training Video:

Extended value with practical tools to keep the momentum going.



On-Stage Live Survey + Results Summary:

Interactive audience engagement and insights delivered post-event.



Complimentary Audiobook & Workbook Access:

Digital resources to reinforce learning and leadership development.



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SIGNATURE WORKSHOP EXPERIENCES

Workshop 1 | Break The Bottle™

Shatter Limitations, Master Solutions Thinking, and Lead with Peak Performance Identity

 **Workshop Format:** Half-Day (3 hours) or Full-Day (6 hours)

 **Delivery:** In-Person or Virtual

 **Certification:** (HRCI AND SHRM CERTIFIED)

Description:

This high-impact workshop helps leaders and teams confront hidden limitations, shift their internal narrative, and activate performance from a place of clarity, purpose, and identity. Built on Michael's proprietary **3-D Framework™—Decision. Direction. Destination.**—this experience creates mental clarity, behavioral alignment, and breakthrough momentum.

Who It's For:

All-staff events · Executive offsites · Emerging leaders · High-performance professionals · Culture reset initiatives.

Key Outcomes:

- ✓ Shatter limiting beliefs & realign self-identity.
- ✓ Activate the 3-D Framework™ for decisive leadership.
- ✓ Break mental bottlenecks & reframe performance blocks.
- ✓ Build an action plan for purpose-driven execution.
- ✓ Reset your leadership identity and legacy-level vision.

Includes:

Completion Certificate + Break The Bottle™ Leader Card

Optional Add-Ons: Breakthrough Workbook Bundle, Post-Training Coaching Session, Team Resilience Toolkit

Program Delivery Options:

Customized for **corporate training, executive retreats,** or multi-day leadership intensives

Available as stand-alone workshops or integrated into ongoing **coaching and consulting engagements.**

Options for **assessment tools,** post-event coaching, and on-demand digital learning extensions



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SIGNATURE WORKSHOP EXPERIENCES

Workshop 2 | Protect The House™

Building Resilient Leaders from the Inside Out

 **Workshop Format:** Half-Day (3 hours) or Full-Day (6 hours)

 **Delivery:** In-Person or Virtual

 **Certification:** (HRCI AND SHRM CERTIFIED)

Description:

Leadership begins with internal architecture. This resilience and identity workshop equips participants with the **4-Walls Method™—Identity, Boundaries, Discipline, Recovery**—to fortify their mindset, optimize focus, and sustain high performance across roles, pressures, and transitions.

Who It's For:

Mid-level managers · Team leads · DEI & wellness teams · Burnout-prone departments · High-capacity executives.

Key Outcomes:

- ✓ Strengthen mindset discipline and emotional clarity.
- ✓ Build and protect boundaries to preserve focus and energy.
- ✓ Reinforce leadership through creative and strategic recovery.
- ✓ Cultivate trust, accountability, and innovation in teams.
- ✓ Design resilience routines for sustained high performance.

Includes:

Completion Certificate + Protect The House™ Leadership Badge

Optional Add-Ons: Emotional Reset Toolkit, Wall Builder Playbook, Follow-Up Leadership Huddle.

Program Delivery Options:

Customized for **corporate training, executive retreats**, or multi-day leadership intensives

Available as stand-alone workshops or integrated into ongoing **coaching and consulting engagements**.

Options for **assessment tools**, post-event coaching, and on-demand digital learning extensions



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SIGNATURE DIGITAL & SELF-PACED ONLINE ELEARNING PROGRAMS

Flexible, High-Impact Learning—Anywhere, Anytime

Break The Bottle™ eLearning Program

Shatter Limitations. Master Solutions Thinking. Lead with Peak Performance Identity.

 **Format:** 6-Module Self-Paced Digital Training Program

 **Delivery:** Online | Individual or Team Licensing

 **Certification:** (HRCI AND SHRM CERTIFIED)

Description:

This transformational digital experience walks participants through Michael's **3-D Framework™—Decision, Direction, Destination**—to help them break through internal limitations, realign their identity, and lead with confidence, purpose, and high-performance clarity.

Who It's For:

New managers · Growth-focused professionals · Emerging leaders · Culture reset initiatives · Hybrid teams

Key Outcomes:

- ✓ Identify and break limiting beliefs that block performance.
- ✓ Align personal identity with professional goals.
- ✓ Activate the 3-D Framework™ for intentional leadership.
- ✓ Build a growth mindset focused on solutions and resilience.
- ✓ Develop a breakthrough plan to drive sustainable action.

Includes:




Digital Certificate + Break The Bottle™ Leader Credential

Add-Ons: Reflection Workbook, Resilience Toolkit, Coaching Integration Options



Protect The House™ eLearning Program

Building Resilient Leaders from the Inside Out

-  **Format:** 6-Module Self-Paced Digital Training Program
-  **Delivery:** Online | Individual or Team Licensing
-  **Certification:** (HRCI AND SHRM CERTIFIED)

Description:

This practical, high-impact program teaches Michael's **4-Walls Method™—Identity, Boundaries, Discipline, Recovery**—to help professionals build mental and emotional resilience, manage stress, and sustain performance under pressure.

Who It's For:

Leaders in high-stress roles · Wellness & DEI teams · Managers & team leads · Corporate upskilling initiatives

Key Outcomes:

- ✓ Build internal systems for emotional clarity and focus.
- ✓ Strengthen personal boundaries to protect energy and time.
- ✓ Establish daily routines for mental discipline and recovery.
- ✓ Lead with creative resilience and confidence in high-pressure situations.
- ✓ Design your own "House Rules" for sustainable leadership.

Includes:

Digital Certificate + Protect The House™ Badge




Add-Ons: Wall Builder Playbook, Leadership Reset Journal, Follow-Up Coaching Series.

SIGNATURE 5-DAY LEADERSHIP DEVELOPMENT PROGRAMS

Immersive Training Experiences Designed to Develop Identity-Aligned, High-Impact Leaders at Every Level

Frontline & First-Time Supervisor Program

Start Strong. Lead With Confidence. Set the Standard.

-  **Format:** 5-Day Training (Monday–Friday)
-  **Delivery:** Onsite, Virtual Cohort, or Blended
-  **Certification:** (HRCI AND SHRM CERTIFIED)

Description:

This tactical, interactive program builds the leadership foundation for **first-time managers and frontline supervisors**. Participants learn how to lead with identity, communicate with clarity, and establish performance expectations from day one—building confidence and credibility without burnout.

Who It's For:

Newly promoted supervisors · Team leads · Shift leaders · High-potential frontline staff

Key Outcomes:

- ✓ Lead with clarity and confidence from day one.
- ✓ Communicate up, down, and across with effectiveness.
- ✓ Set expectations and manage team performance.
- ✓ Build trust through emotional intelligence and self-awareness.
- ✓ Shift from peer to leader with authority and respect.

Includes:

Adversity Academy Frontline Leadership Certificate

Add-ons: 360 Feedback Tool, Supervisor Readiness Self-Assessment, Post-Program Coaching Option

Certification & Completion:

All leadership training programs include:

- ▶ Digital Certificate of Completion.
- ▶ Custom-Branded Credential Card or Digital Badge.
- ▶ Optional completion activities: reflection journal or mini-assessment.
- ▶ Group Certification Report for HR/Organizational Tracking
- ▶ Optional pre/post assessments to track behavioral growth



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SIGNATURE 5-DAY LEADERSHIP DEVELOPMENT PROGRAMS

Immersive Training Experiences Designed to Develop Identity-Aligned, High-Impact Leaders at Every Level

Mid-Level & Middle Management Program

From Managing Tasks to Leading Strategy.

-  **Format:** 5-Day Training (Monday–Friday)
-  **Delivery:** In-Person, Virtual Cohort, or Blended
-  **Certification:** (HRCI AND SHRM CERTIFIED)






Description:

This program bridges the gap between tactical management and strategic leadership. Participants strengthen their ability to lead through complexity, drive alignment, coach performance, and build resilient, high-performing teams across departments.

Who It's For:

Mid-level managers · Department heads · Operations leads · Project and program managers

Key Outcomes:

-  Align departmental work with organizational strategy.
-  Strengthen performance conversations and coaching ability.
-  Navigate change, resistance, and operational pressure
-  Lead cross-functional teams with influence and clarity.
-  Build systems of accountability and trust across teams.






Includes:

Middle Management Excellence Certificate

Add-ons: Culture Influence Toolkit, Strategic Delegation Planner.

Certification & Completion:

All leadership training programs include:

-  Digital Certificate of Completion.
-  Custom-Branded Credential Card or Digital Badge.
-  Optional completion activities: reflection journal or mini-assessment.
-  Group Certification Report for HR/Organizational Tracking
-  Optional pre/post assessments to track behavioral growth



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SIGNATURE 5-DAY LEADERSHIP DEVELOPMENT PROGRAMS

Immersive Training Experiences Designed to Develop Identity-Aligned, High-Impact Leaders at Every Level

Executive Leadership Development Program

Lead the Culture. Drive the Vision. Build the Legacy.

-  **Format:** 5-Day Immersive Retreat + Optional Executive Coaching
-  **Delivery:** In-Person Preferred | Select Virtual Availability
-  **Certification:** (HRCI AND SHRM CERTIFIED)






Description:

This elite program is designed for senior leaders and executive teams ready to lead from identity, influence culture, and scale strategic impact. It integrates Michael's most powerful frameworks—Break The Bottle™, **Protect The House™**, **3-D Framework™**, **4-Walls Method™**, and **Leadership Re-Entry™**—into a high-touch, transformational experience for visionaries navigating growth, complexity, or transition.

Who It's For:

C-suite leaders · Executive boards · Directors and senior leadership teams · High-stakes leadership groups

Key Outcomes:

-  Clarify executive identity, leadership legacy, and personal mission.
-  Strengthen decision-making under high pressure.
-  Lead cultural shifts and align teams to long-term vision.
-  Build unity, trust, and executive team cohesion.
-  Prepare for succession, M&A, expansion, or organizational change.






Includes:

Executive Leadership Mastery Certificate

Add-ons: Leadership Re-Entry™ Playbook, C-Suite Resilience Toolkit, 1-on-1 Executive Coaching Packages.

Certification & Completion:

All leadership training programs include:

-  Digital Certificate of Completion.
-  Custom-Branded Credential Card or Digital Badge.
-  Optional completion activities: reflection journal or mini-assessment.
-  Group Certification Report for HR/Organizational Tracking
-  Optional pre/post assessments to track behavioral growth



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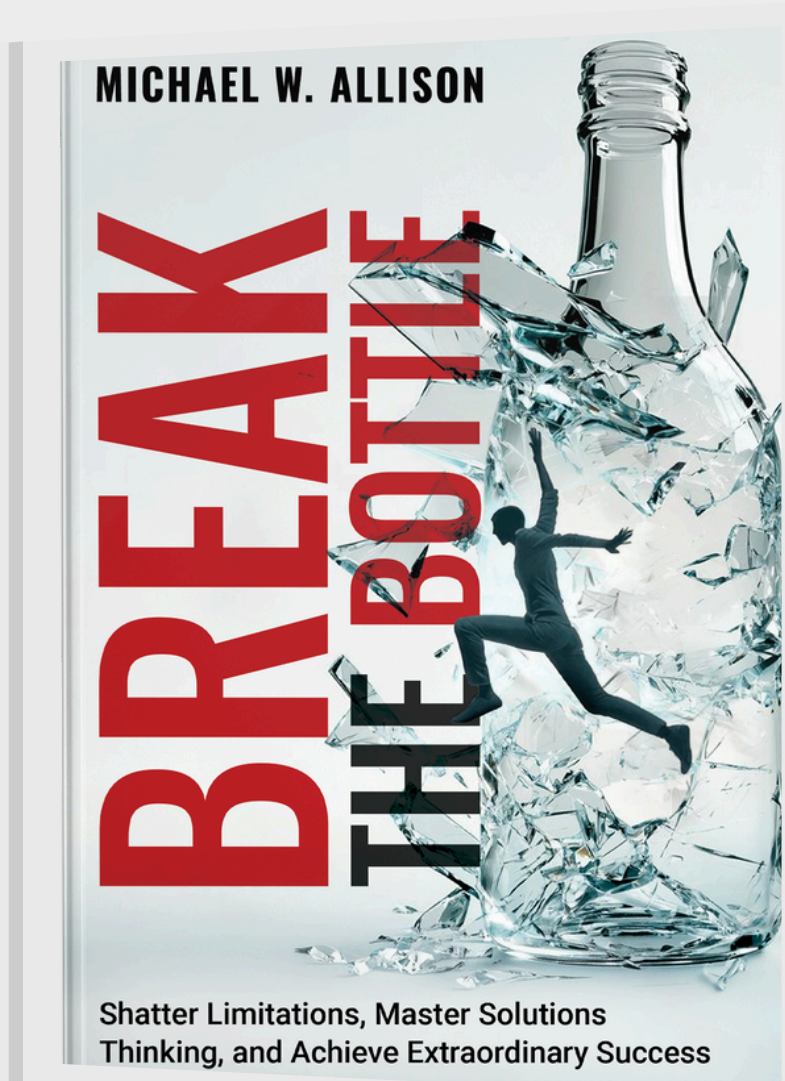
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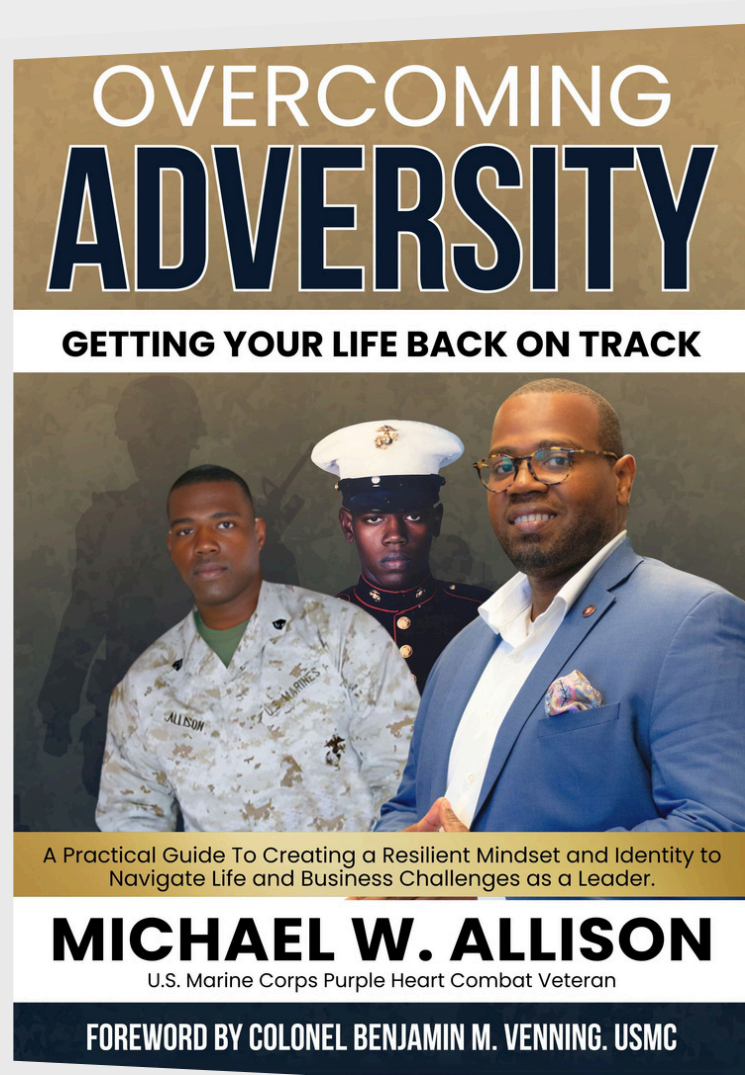
BOOKS BY MICHAEL W. ALLISON



Break The Bottle®

Shatter Limitations, Master Solutions Thinking and Achieve Extraordinary Success.

This book reveals why we hold ourselves back, how internal limitations take root, and what it takes to break free—permanently. Because the real battle isn't with external challenges. It's with the stories we've bottled up inside—stories of fear, failure, trauma, and unworthiness.



Overcoming Adversity

Getting Your Life Back on Track

A Memoir and Practical Guide to Creating a Resilient Mindset & Identity in Leadership and Life

Michael W. Allison draws from combat experience, leadership in the corporate world, and his own journey through PTSD, addiction, and rebirth to offer tools that help professionals **develop mental toughness, build identity clarity, and lead with resilience.**



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START YOUR RESILIENCE-DRIVEN LEADERSHIP MOVEMENT

Partner with Michael. Break the Bottle.
Transform Your People.

Let's Build Something Bold Together.



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