



Misty Carson, MSHRM

KEYNOTE SPEAKER · AUTHOR · LEADERSHIP EDUCATOR
FOUNDER & CEO, THE UNBREAKABLE ADVANTAGE INSTITUTE

You were not broken. You were built.

ABOUT MISTY

Misty Carson helps leaders turn setbacks into their most durable competitive advantage. A former top-performing sales executive who defied every hiring algorithm, she once took a team ranked at the bottom nationally and built it into a top-20 national performer, then doubled a region in two years.

Her book, *The Unbreakable Advantage* (Amplify Publishing, 2027), is built on the science of post-traumatic growth. The argument is direct. The strengths forged by hardship are not soft skills. They are the same traits that drive high performance in leadership, sales, and business. She names those strengths, shows the research behind them, and teaches people how to use them on purpose.

Through the book, her podcast, and The Unbreakable Advantage Institute, she gives leaders and teams a practical way to recognize that advantage in themselves and in their people. On stage she does what her book does. She takes a hard truth and makes it usable, moving a room from insight to action.

Your story does not disqualify you. It distinguishes you.

AT A GLANCE

- ◆ Master of Science in Human Resource Management and Organizational Leadership
- ◆ More than two decades in sales leadership
- ◆ Author, *The Unbreakable Advantage* (Amplify Publishing, 2027)
- ◆ Host, The Unbreakable Advantage Podcast

SPEAKING TOPICS



KEYNOTE

Building Unbreakable Leaders

How to recognize and develop the resilient talent conventional systems overlook, and grow leaders who hold under pressure.



KEYNOTE OR BREAKOUT

Turning Adversity into Organizational Advantage

How the capabilities adversity builds become a real advantage your organization can develop, deploy, and retain.



BREAKOUT

Leading Under Pressure

Helping leaders and teams stay clear, steady, and human when the stakes are highest, and move from pressure to purpose.



BREAKOUT

Psychological Safety & Courageous Leadership

Building cultures where people feel safe enough to speak and challenge, and leaders brave enough to listen and act.



BREAKOUT

The Science of Resilience & High Performance

What actually makes people durable under stress, and how to build it into the way your teams work every day.

RECOGNITION & LEADERSHIP

- ◆ TBBW Women Who Win Finalist, 2026
- ◆ TBBW Philanthropist of the Year Finalist, 2025
- ◆ TBBW Apogee Awards Finalist, Media Company, 2026
- ◆ Leadership Tampa Bay, Class of 2027
- ◆ Advocacy Co-Chair, Pace Center for Girls Hillsborough
- ◆ Co-Founder, IICF Florida Chapter

