



David Atkins

AUTHOR

Senior teams know what they should do under pressure. They struggle to actually do it when the consequences are real and the timeline is short. The gap between intent and decisive action is where careers and organisations stall.

David Atkins is a retired New York State Police Captain and author of "The Leveled Up Life" who helps organisations build the decision-making composure their leaders need under pressure.

David Atkins's 2026 Biography

Why organisations work with David Atkins

- Twenty-two years commanding New York State Police operations across Westchester County, including a Ground Zero deployment and incident command at the 2020 US Open at Winged Foot, give him direct authority on decision-making when the stakes are real
- New York State Trooper of the Year (2003) and New York State Investigator of the Year (2007) are named credentials from a credible body, not bureau adjectives
- The "One Decision Away" framework gives audiences a structured Assess, Address, Act sequence they can apply the next morning, not a story without a takeaway
- He pairs command experience with a documented commercial track record, having built a 1,400-person direct sales organisation into the top 0.5% of his company, which lets him speak credibly to sales floors as well as leadership rooms

Biography highlights

- Retired Captain, New York State Police, 22 years of service
- Commanded all NYSP operations for Westchester County, overseeing reported 400,000 to 500,000 annual 911 calls
- New York State Trooper of the Year, 2003
- New York State Investigator of the Year, 2007
- Ground Zero first responder, 11 September 2001
- Incident Commander, 2020 USGA US Open at Winged Foot Golf Club
- Author, "The Leveled Up Life: The No Excuse Blueprint to Live Up to Your Fullest Potential"

Biography

Most leadership content about pressure is written by people who have read about it. Atkins commanded New York State Police operations for

AVAILABLE FOR

- Coaching
- Speaking
- Training and Workshops

DAVID'S SPEAKING THEMES

- Business Continuity and Crisis Management
- Leadership
- Motivation and Inspiration
- Peak Performance
- Resilience & Stress Management
- Sales & Customer Acquisition

LANGUAGES: English

Westchester County for more than two decades, with reported call volumes of close to half a million 911 incidents a year. The decisions were live, the consequences immediate, and the audience for those decisions was the public.

That operational record sits behind his keynote work. He was a Ground Zero first responder on 11 September 2001, ran undercover units against organised crime and trafficking, and served as Incident Commander for the 2020 US Open at Winged Foot Golf Club. He was named New York State Trooper of the Year in 2003 and New York State Investigator of the Year in 2007.

After retiring from law enforcement, Atkins built a 1,400-person international direct sales organisation through Beachbody, reaching the top 0.5% of the company by earnings. The commercial track record matters because it shows the same decision-making pattern applied outside a command environment, which is why sales and revenue audiences book him alongside leadership programmes.

His book, “The Leveled Up Life: The No Excuse Blueprint to Live Up to Your Fullest Potential”, sets out the “One Decision Away” framework he uses on stage: Assess the single decision creating maximum momentum, Address the obstacle, Act with public commitment. The framework is the through-line buyers can point to when they need a keynote that leaves a structured takeaway rather than an emotional one.

Key speaking topics

- Decision-making under pressure
- Resilience and stress management
- Leadership in high-stakes environments
- Sales performance and direct selling discipline
- Personal accountability and the “One Decision Away” framework
- First responder leadership lessons

Ideal for

- Sales kick-offs and revenue conferences looking for credibility on personal performance
- Leadership programmes for line managers and frontline supervisors who carry decision risk
- First responder, healthcare and public safety audiences
- HR, talent and SHRM-style audiences focused on resilience and engagement

Audience outcomes

- A named decision-making sequence (Assess, Address, Act) audiences can take into the next working week
- Concrete examples of command-level decision-making from policing, 9/11 response and major event security
- A reframed view of what counts as an “excuse” inside their own teams
- Practical language for talking about composure and accountability without slipping into wellness clichés

David Atkins's 2026 talks & topics

No Excuses, One Decision Away

A keynote on closing the gap between knowing the right call and making it, built on Atkins's command experience and the framework from "The Leveled Up Life".

Key takeaways:

- The Assess, Address, Act sequence applied to a real high-pressure decision
- Why public commitment changes the probability of follow-through
- How operational command habits translate into sales and leadership performance

David Atkins's Videos



What David Atkins's clients say

David not only did not disappoint but he absolutely crushed it. While bringing his very moving true-life experiences into his presentation, his message of taking ownership of yourself and looking within yourself, while not looking for reasons you can't succeed, definitely resonated with all of us! It was exactly what we all needed to be reminded of and hear as we head into another record-breaking sales year!

Gregory Scott

VP of Sales, Whelen Engineering Company

I plan several events each year for my organization across the country and have worked with numerous motivational speakers, speakers bureaus and agencies. Working with David Atkins was a magical experience in itself. The entire process, from our initial conversations to his keynote speech itself was phenomenal. He took the time to learn about our company, our mission, overall objective of our meeting and more. He then tailored his dynamic message specifically to our audience to where you felt he was a part of your company. Our attendees were mesmerized and hung onto his every word. He was relevant, empathetic, motivational and really connected with our audience. He made himself available to our group the entire time he was with us even serving as a guest judge for our team building event. If you are looking for an exceptional speaker to work with who will impact your organization, leave a lasting impression and who is also great to work with, look no further than David Atkins... there is NO EXCUSE.

Jessica Davis

Senior Vice President of Marketing, Acentria Insurance & Foundation Risk Partners

David brought a very meaningful message that resonated with our staff members. His excitement and enthusiasm made his presentation the highlight of our conference.

Craig Bargfrede

CEO, Winter Operations Administrator, Iowa DOT

We had David speak at our annual kick-off meeting this past January 2023. He was outstanding and provides real-life stories that correlate with success in the business world. He is captivating when he speaks and knows how to hold an audience’s attention. I especially liked how the themes that are important to us, were incorporated into his presentation. I highly recommend using David at your next corporate event!

Joseph Wetmore

CEO, President, ClearBridge Technology Group

David Atkins's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	EUR	GBP	USD
Home Country	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Asia Pacific	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Europe	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Middle East & Africa	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000

South America	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
United Kingdom	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
US East Coast	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
US West Coast	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Virtual	Under €12000	Under £10,000	Under \$15000