

David Atkins

Retired NY State Police Captain. Ground Zero First Responder. Million-Dollar Entrepreneur.



David Atkins is a retired New York State Police Captain, an award-winning entrepreneur, and a trusted keynote speaker for conferences and events across industries. His mission is to empower leaders, teams, and organizations to break through fear, adversity, and excuses, unlocking their potential to achieve at the highest level. As the architect of the “One Decision Away” philosophy, David distills his real-world leadership, resilience, and entrepreneurial success into an actionable blueprint for transformation.

His new book, *The One Decision Away Philosophy*, empowers readers to break through barriers,

providing practical tools and mindset shifts that unlock personal and professional growth, one decisive step at a time. David’s journey is a blueprint for overcoming adversity and achieving excellence. As the first in his family to pay his own way through college, he worked multiple jobs and launched entrepreneurial ventures at just 12 years old, demonstrating initiative and self-reliance from the outset. His relentless work ethic and refusal to settle for “Plan B” set the stage for a remarkable career.

For 22 years, David served with distinction in the New York State Police, rising to the rank of Captain and commanding all operations for Westchester County, a jurisdiction handling over 400,000 emergency calls annually. He led over 100 officers through life-or-death situations, earning recognition as New York State Trooper of the Year (2003) and Investigator of the Year (2007). David’s leadership was tested at Ground Zero following the 9/11 attacks, where he spent weeks as a first responder, supporting recovery efforts and demonstrating courage under pressure.

Beyond law enforcement, David built a million-dollar international direct sales business with Beachbody, leading a diverse team of 1,400 people to success in a highly competitive, female-dominated industry. His ability to inspire and motivate others has made him a trusted keynote speaker for business gatherings, team-building sessions, and leadership conferences. David has presented to audiences ranging from a few hundred to over 20,000 at high-profile venues such as the NFL Super Dome in New Orleans.

David is the author of “The Leveled-Up Life” and authored two books including #1 Best Selling “One Decision Away”, which distills his most powerful lessons into actionable strategies for personal and professional transformation. He is also the host of the Personal Perseverance Project Podcast, where he shares real-world stories and practical tools for building resilience and leadership.

An ultramarathoner who has conquered the Black Canyon mountains and trained through harsh New York winters, David embodies the physical and mental resilience he teaches. Most importantly, he is a husband and father of three daughters. His personal story of perseverance, leadership, and service is a powerful reminder that success is not defined by circumstances, but by the decisions we make and the actions we take.

Through his authentic, direct, and high-energy presentations, David Atkins leaves event professionals, planners, and conference organizers inspired, motivated, and equipped with the tools to overcome adversity, build resilient teams, and achieve breakthrough results, empowering them to play a bigger game in business and life.