

THE MULTIFACETED EXECUTIVE



Alicia Perkins: Owning Your Influence and Reclaiming Career Power

As a career development strategist, writer, speaker, and founder, **Alicia Perkins** has built a reputation for helping ambitious professionals escape the cycle of performative achievement and step into careers that actually honor their worth.

On The Multifaceted Executive podcast, she dropped a message every high-achiever needs to hear: Your career doesn't have to hurt to be successful.



“Career clarity is about more than just your next role. It’s about power—owning your voice, your value, and your boundaries.”

Alicia’s approach is shaped by identity, self-awareness, and truth-telling. She doesn’t sugarcoat the fact that too many professionals—especially women of color—are socialized to be over-performers, approval-seekers, and peacekeepers. The results is burnout, resentment, and a career that no longer feels like their own.

The Pressure to Perform and the Freedom to Unlearn

Alicia spent years in a toxic cycle of career people-pleasing, trying to mold herself into a version of leadership that never quite fit. The turning point was a moment where she realized that no amount of performance would protect her from bias or burnout. Instead of continuing the grind, she started building a career on her own terms.

Now, she teaches high-performers how to do the same: to stop chasing “career security” and start cultivating career power with strategy, boundaries, and clarity.



“High-achievers often equate peace with passivity. But peace is a power move—it requires knowing what you’ll no longer tolerate.”

For Alicia, career development isn’t about polishing your resume and hoping for the best. It’s about helping people see themselves clearly, outside the limits of their current job or the expectations of others.

She coaches leaders to be intentional by managing their energy and their time, while advocating for themselves in rooms where they once stayed silent and letting go of the need to constantly prove their value.



“Clarity doesn’t come from working harder—it comes from stepping back, redefining your values, and aligning your career with who you actually are.”

Her clients walk away with offers, promotions, and stronger mindsets. They learn how to stop outsourcing their self-worth to performance reviews and start making career decisions from a place of personal power.

Your Career, Your Terms

Alicia’s message resonates deeply in today’s workplace culture, especially as more professionals demand flexibility, wellness, and agency. She challenges the hustle-hard narrative with a new truth: You can be highly ambitious and still choose peace. You can pursue executive leadership without sacrificing your sanity. You can lead without leaking your power in every room you enter.

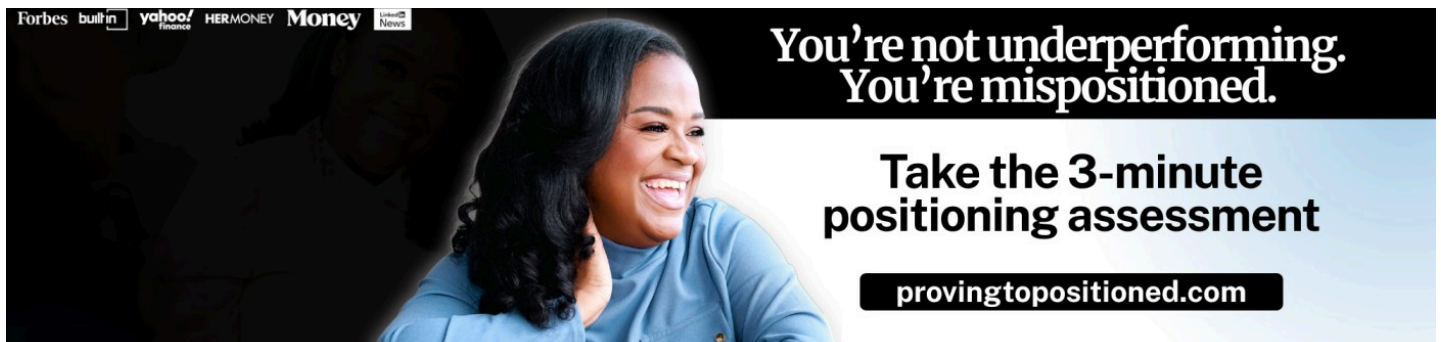
Her advice to professionals feeling stuck or overlooked is to not wait for permission and don’t let gratitude for the opportunity silence your goals. Get clear and advocate for the career you actually want, not the one you’ve been taught to settle for.

Through these offerings, Alicia has helped thousands of professionals land careers they love, fostering a workforce of confident and well-paid employees ready to lead both at work and in the world.

Learn more about IamAliciaPerkins Private Advisory

Alicia offers a range of services, including:

- **Customized Workshops and Signature Talks:** Engaging presentations that combine storytelling and facts to deliver impactful messages tailored to specific audiences.
- **Group Coaching:** Sessions designed to help individuals set career intentions, create valuable roadmaps, and enhance leadership abilities.
- **Partnerships with Educational and Religious Organizations:** Collaborations aimed at equipping students and community members with the tools to market themselves and conduct strategic job searches confidently.
- **Employee Development Solutions:** Comprehensive programs that inspire better work, keep up with workforce changes, and increase retention and internal mobility.



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Welcome to The Multifaceted Executive—where leadership meets diversity, innovation, and impact. We go beyond boardrooms and titles to bring you powerful stories and insights from executives of all backgrounds.



The Multifaceted Executive

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Episode 05

Lead with Service: Let Faith Do the Rest

Guest Speaker

Alicia Perkins
CEO of The Best You Co.

Podcast Host

Amanda Cosme-Reddie (She/Her)
Podcast Host, Founder & CEO, EVP

Lead With Service: Let Faith Do the Rest

Listen to the full episode featuring Alicia Perkins on The Multifaceted Executive Podcast, now available on [Spotify](#) and [YouTube](#).

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