



THE POSITIONING HOUSE

ALICIA PERKINS

Executive Strategist | Advisor | Author | Speaker

Executive conversations for what senior leadership requires next.

Alicia Perkins speaks to experienced leaders navigating greater responsibility, changing organizations, and decisions that require more than strong performance. Her work examines judgment, authority, reputation, readiness, and what experience should create as leadership expectations change.

AS FEATURED IN Forbes | Built In | Yahoo Finance | HerMoney | Money | LinkedIn News

Core Speaking Areas

Defined territory. Flexible application. Every engagement is shaped around the room.

01

Executive Judgment & Authority

How experienced leaders make decisions, use authority, and communicate judgment when the stakes increase.

02

Executive Reputation & Readiness

How organizations understand what a leader can handle, what they are ready for, and whether that read has kept pace.

03

Leadership Through Organizational Change

What changes when a reorg, new CEO, strategic shift, or changing business model changes what leadership requires.

04

What Experience Should Create Next

How senior leaders evaluate whether their work is building authority, opportunity, range, and credible options.

Why Alicia

15+ years close to the conversations where leaders were evaluated, selected, promoted, and passed over, followed by private advisory work with 400+ senior leaders.

15+ YEARS CLOSE TO EXECUTIVE EVALUATION | 400+ SENIOR LEADERS ADVISED | AUTHOR, THE EXECUTIVE READ

What Event Leaders Say

"Alicia brings a fresh, thoughtful perspective to leadership conversations and gives audiences strategies they can immediately use."

Michelle Riveria | VP, Learning & Development

"Her ability to connect executive-level insight with real workplace experiences made the session relevant across leadership levels."

Pamela Drew | HR Director

"Alicia was engaging, clear, and incredibly easy to work with. I would absolutely recommend her for future leadership events."

Evelyn Lacosta | Women's Development Lead

KEYNOTES | EXECUTIVE SESSIONS | WORKSHOPS | PANELS & FIRESIDE CHATS

Bring Alicia into the room.

Leadership summits | Executive teams | Senior-talent cohorts | Industry associations

SPEAKING INQUIRIES

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