
AUTHOR BIO — LONG FORM

Erika Alessandrini

Coach. Facilitator. Author. Truth-Teller.

Erika Alessandrini is a certified business and leadership coach, facilitator, and author with more than two decades in executive leadership and over 10,000 hours of coaching. She is on a mission to make peace and deep satisfaction possible, not at the expense of results, but as a direct path to them.

Her debut book, *Maybe It's Me: Looking Inward to Create Real Change Through Conscious Choices* (Amplify Publishing, May 2026), introduces 7 conscious questions and a practical framework for overcoming the self-sabotaging beliefs that quietly hold leaders back. The premise is as disarming as it is freeing: if you're the problem, you're also the solution.

"You can find peace without losing your edge."

Her Story

Erika's professional story began in the automotive aftermarket industry, where she spent 23 years at the executive level, navigating complex post-acquisition integrations, leading teams through rapid change, and delivering results under sustained pressure. She was good at it. And it nearly cost her everything.

After burning out in corporate life and stepping back from what looked like success from the outside, Erika chose a different path. She walked away from a world that rewarded performance at the expense of people, including herself, and built a new kind of success rooted in clarity, compassion, and conscious choice. Since 2015, she has coached hundreds of leaders, teams, and business owners to do the same.

Her Approach

Erika is known for blending candor with compassion in a way that is rare and remarkably effective. She does not traffic in motivation or soft reassurance. Her coaching is direct, grounded, and deeply human. She is both a truth-teller and an ally: the kind of guide who will say the hard thing clearly, then stand beside you while you do something about it.

Her clients describe her as the coach who helps you see what you've been unwilling to see, and then makes it possible to move forward anyway. She challenges and champions in equal measure, creating the conditions for real change: not just behavioral adjustments, but the kind of inside-out transformation that actually holds.

Her Work

The book is the centerpiece of a broader ecosystem designed for readers who want to go beyond insight and into action. Supporting resources, including the Conscious Choices Roadmap, a Companion Workbook, Toolkit, Colorized Illustrations, and Book Club Participant and Facilitator Guides, are available at MaybeltsMeBook.com, giving individuals and groups the tools to integrate the work into daily leadership and life.

For leaders ready to go deeper, Leaders at Peace extends the work into a full suite of coaching programs and experiences designed to help leaders transform pressure into peace, sustainably and without sacrificing performance. The flagship offering is a 6-month virtual cohort experience developed in partnership with Aileron, bringing together a curated group of leaders committed to doing the real work of conscious leadership.

What She Can Speak To

- Why high-performing leaders burn out, and what it actually takes to stop the cycle
- The hidden cost of self-sabotage in leadership and how to break the pattern
- How to drive performance without burning out your people or yourself
- Why personal responsibility is the most underrated leadership strategy
- What conscious leadership looks like in practice, and why it produces better results
- Her personal story of leaving the corporate world and building a life defined by conscious choice

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