



co-author

**Felecia Buycks**



Felecia M. Buycks is a corporate leader and creator of the B.R.A.N.D. System, a leadership framework for women of color in corporate environments. Growing up in Wetumpka, Alabama, she was inspired by Black women leaders who acted without recognition. In corporate America, she faced challenges as often the only Black woman present and learned that success should not require sacrificing authenticity.

The B.R.A.N.D. System includes: **Blueprint**: design your leadership style; **Resiliency**: recover from setbacks; **Allyship**: support others as you rise; **Navigating**: strategically maneuver through systems; **Distinction**: cultivate your unique value.

Felecia empowers women of color through coaching and speaking, embodying the wisdom of Shirley Chisholm about claiming a place at the table. She holds degrees from the University of Alabama and University of Phoenix, resides in Gilbert, Arizona, and values family and community service. Her leadership aims to inspire the next generation of women of color.

[leaderkeysunlocked.com/keystotriumph](https://leaderkeysunlocked.com/keystotriumph)