



# “ From Surviving to Leading: A Journey of Resilience, Reinvention, and Impact

**RCCA Emelia Ezreen**  
Former IT Manager

Born in Kuala Lumpur and raised in Hong Kong and Tokyo due to her father's expatriate career, Amelia grew up disciplined, adaptable, and globally minded. But life changed drastically when she became a single mother, navigating the demanding corporate world.

Behind the impressive job title and overseas experience, Amelia was exhausted, lonely, and overwhelmed by the pressure to provide. When a friend introduced her to BE International, she decided to join without hesitation. That simple yes became the turning point that changed her life.

## **When Everything Fell Apart, Hope Appeared**

When the pandemic hit, Amelia's role as an oil and gas department manager flipped: she was forced to cut her team. Having to decide who lost their jobs felt like taking away futures, and the resulting guilt severely eroded her confidence.

At her lowest point, she was introduced to BE International and the AULORA Pants with KODENSHI®. Trying them with no expectations, she soon lost weight, and her mother's varicose veins and knee pain eased. This immediate, positive change restored Amelia's much-needed sense of hope.

Hope.

A lifeline.

A second chance.

While the world was shutting down, BE was expanding. She realised she no longer wanted to be someone who ended careers. She wanted to rebuild lives.

## **From Side Income to an Unexpected Breakthrough**

Amelia joined BE primarily to earn extra income during uncertain times, but within just a few months, her part-time effort had



*Car Fund*

grown into a five-figure income. Yet it was not the money that changed her heart; it was the sincerity of the people.

After office hours, her uplines provided dedicated, step-by-step guidance and conducted network reviews outside her workplace. They supported Amelia, even staying until midnight whenever necessary due to Amelia's overseas schedule.

Coming from a corporate world where people followed authority, BE showed her a culture where people followed sincerity, a place where she finally felt seen and belonged.

## **From Corporate Pressure to Heart-Driven Leadership**

Coming from a corporate world that valued targets and results, Amelia initially led by pushing people. In BE, she soon realized that encouragement, not pressure, fosters growth.

Through mentorship, she unlearned her old ways, learning to lead with empathy and compassion instead of control. This transformation evolved her from a manager chasing performance into a leader who develops people.

### When Her Voice Found a Stage

Her turning point became clear when the company began recognizing her leadership. In 2022, she was selected as a Star Award Nite sharer and spoke confidently before more than one thousand people.

In 2023, she became a Global Leadership Conference (GLC) sharer, inspiring leaders from multiple countries, and was later invited as a product and system speaker for Indonesia, followed by BES events in Kuala Lumpur, Kota Bharu, and Penang.

Each stage reminded her of one truth she once doubted:  
Her voice mattered.  
Her story mattered.  
Her growth was real.

### The Leap Of Faith

In October 2024, Amelia shocked everyone by walking away from



BAS Seminar with Network



her corporate job to fully commit to her passion, BE, with no safety net.

Through intense discipline in learning and mentoring, she achieved the prestigious **RCCA title just three months later in January 2025**. However, the real success was her personal transformation: she went from signing retrenchment letters to **opening doors of opportunity for others**.

### A Leader Who Multiplies Leaders

Amelia's success is measured not by her RCCA title, but by the lives she has lifted. Her greatest pride is seeing four downlines achieve RCCA, as each success represents a family relieved and confidence regained.

As she says, **"My greatest joy is not the rank I achieved. It is seeing how many lives have changed because this business was duplicated with love."**

Amelia chose BE International for its culture of heart, integrity, and genuine mentorship, where a system designed to lift people ensures everyone grows together.



Selected as a Star Awards Nite Sharer

Empowerment & Mentorship Session with Upline and Network



### Success With Heart, Not Perfection

Amelia believes that true success is not built on perfection, talent, or experience, but on willingness, consistency, and a sincere heart to help others.

Once tasked with retrenching people, she is now rebuilding lives, proving that when you lead with sincerity and purpose, life opens doors you never imagined possible.