



McPherson, Berry & Associates, Inc (**McPherson|Berry**) is a premiere human capital management firm. We are one of few certified HR, Organizational Development firms that analyses your HR strategies thru an engineering lens that results in successful performance management, operational excellence, and sustainability. We have two divisions (ONboard Talent™ and BLEU™) to support our organization in providing these services:

- Performance Management
- Organizational Development
- Leadership Development, Workforce Development
- Online Assessments, Surveys, and Tools
- Succession Planning
- E-learning, Creative Training Solutions
- Recruiting and Staffing Services
- Background Screening
- HR Strategy

LaSonya Berry is the founder and Chief Learning Officer of McPherson|Berry. LaSonya has an exceptional track record of helping businesses and individuals achieve their full potential. A dynamic human resource professional and engineer, she has lent her expertise to a wide array of government agencies, nonprofit organizations and Fortune 500 companies such as IBM and General Electric. LaSonya draws on her broad-ranging experience to design effective, growth-producing organizational development strategies for companies of all sizes. Her propensity for achieving significant bottom-line results earned her several prestigious awards.

- Leadership/Management Development
- Professional Development
- Generational workplace solutions
- HR Consulting

#### **Recent Assignments**

- UPS – Women’s Leadership Program
- State of SC – Management/Workforce Development Program
- Gwinnett County – Leadership Development Program
- Development and design of e-learning programs.
- Conducted employee surveys and focus groups.

#### **Education and Professional Affiliations**

- ABD Doctorate in Educational Leadership, University of Phoenix
- MHRD Human Resource Development, Clemson University
- B.S. Industrial Engineering, Clemson University
- Executive Program, Tuck School of Business at Dartmouth College
- Qualified in Myers Briggs Type Indicator
- 360-Feedback Qualified Consultant
- Certified Trainer and Coach, ASTD & PWN
- Member of NAWDP, SHRM and ASTD

#### **Contact Information**

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