



Immediate Release

PRESIDENT OF MCPHERSON|BERRY RELEASES NEW BOOK THAT WILL SERVE AS A RESOURCE GUIDE FOR PROFESSIONALS

BUSINESS LEADERS NOW HAVE A GUIDE TO HELP THEM FIND CREATIVE WAYS TO ENGAGE EMPLOYEES

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(Ellenwood, GA) LaSonya Berry, President/CEO of McPherson, Berry & Associates, Inc. (McPherson|Berry) has decided to share her successful business strategies with other entrepreneurs, corporations and educators who teach business. Berry releases her new book, “101 Power Tips for the Workplace: Creative Ways to Manage and Engage Yourself and Others at Work”. This will serve as a resource guide for managers and professionals who are looking to be high performance employees.

The demand for Berry’s publication is growing on a daily basis. After Berry hosted her “Virtual Book Launch”, professionals wanted to learn more about her philosophy when it comes to talent management. She also gave advice on how to effectively manage your career, family and social/community responsibilities without neglecting any obligations. Berry anticipates additional virtual conversations in the coming weeks on various topics.

The Clemson University alumna holds a BS in Industrial Engineering and MS in Human Resource Development. Berry was recently featured in Minority Business Entrepreneur, (MBE) Magazine where she offered effective talent management solutions in the realm of Human Resource Development, Strategy and Consulting. She has worked for over 18 years in a wide array of government agencies, nonprofit organizations, small businesses, and Fortune 500 companies.

Berry says “I wrote this book because many of my coaching clients ask me to provide a guide to addressing workplace challenges. I see so many organizations creating a disengaging culture and missing opportunities to better perform to reach the results they want which begin with equipping your talent. You need a solid foundation of leaders who can effectively hire, train, engage, manage and evaluate employees in order to retain, sustain and advance your business to the next level. I have compiled through research and experience tips that help professionals motivate themselves and others in the workplace.”

About McPherson|Berry

McPherson|Berry has offices in Georgia, the Carolinas, and Los Angeles serving clients nationally. The premier talent management firm also plans to expand their business throughout the United States as well as abroad.

McPherson|Berry provides HR consulting services, seminars, online courses, virtual events, and value added HR talent. To learn more visit www.mcphersonberry.com

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