

FOCUS ON FORUM

MAXIMIZING MULTIPLE RPO OPPORTUNITIES

INNOVATIVE WOMEN'S BUSINESS ENTERPRISES (WBES) ARE CONTINUALLY EXPLORING WAYS TO BROADEN THEIR ACCESS TO CORPORATE DECISION MAKERS AND

OTHER WBE PARTNERS. THESE THREE PROFILES FEATURE WOMEN WHO HAVE ACCOMPLISHED THESE GOALS BY BRANCHING OUT BEYOND THE REGIONAL PARTNER ORGANIZATION (RPO) THAT CERTIFIED THEIR BUSINESSES – AND ENHANCING THEIR COMPANIES AS A RESULT.



LASONYA BERRY

PRESIDENT AND CEO,
McPhersonBerry

As President and CEO of McPhersonBerry, an award-winning national HR consulting and talent management firm, LaSonya Berry enables companies of all sizes to significantly improve engagement and leadership effectiveness, build powerful teams, and be more strategic in their operations.

With a nationwide reach and proven track record

of helping businesses and individuals achieve their full potential, McPhersonBerry utilizes its WBENC-Certification to engage with prospective clients and partners through Regional Partner Organizations (RPOs) including the Greater Women's Business Council through which it became certified in 2007, the Women's Business Enterprise Council– West (2011) and the Women's Business Enterprise Council– South (2014).

“Becoming affiliated with several RPOs is a tremendous opportunity to take advantage of the resources available to WBEs across the country,” Berry says. “It has given my company greater exposure and access to corporate and government decision makers as well as valuable development tools offered at regional workshops and events.”

After founding her company in 2005 and becoming certified two years later, Berry quickly took a leadership role at the regional and national level. In 2008 she stepped up to become a member of the Host Committee of the WBENC National Conference & Business Fair in Atlanta. That same year she received the GWBC Trailblazer Award and in 2010 she represented GWBC as a WBE Star.

Since then her company has become a widely recognized solutions provider and expert in delivering effective HR consulting, leadership

development, building the HR function in organizations, working with millennials, and providing talent management solutions to diverse clientele. Her company has worked with a wide array of government agencies, nonprofit organizations, and small, medium, and Fortune 500 companies in various industries.

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Connecting with corporations and other WBEs through various RPOs reflects the core philosophy of her firm: to enable business growth by developing essential leadership skills, a robust network of partners and colleagues, and a pipeline of talent.

By mining regional professional development and networking events, she has expanded her reach. The result, she says, is that she has received more RFPs and bidding opportunities, and acquired new clients. This includes WBEs, for whom McPhersonBerry builds HR capabilities or serves as an external HR partner.