

## **CEO of McPherson, Berry & Associates, Inc. is First of 33 to Become ISO-30415 Diversity & Inclusion Professional (DIP) Certified**

**DECATUR, GA. 2022**—McPherson, Berry & Associates, Inc. (McPherson|Berry) CEO, LaSonya Berry, becomes the first of 33 Diversity & Inclusion Professionals to get the ISO-30415 Diversity & Inclusion Professional (DIP) Certification. Inclusion Score has partnered with The Terry College of Business at the University of Georgia to successfully launch the ISO standard to deliver Diversity & Inclusion practices as a change management process within small and large organizations using the DISM lifecycle framework.

The certification is based on the ISO-30415 standard in Diversity Equity Inclusion and Belonging, and successfully carries the highest certification in Diversity and Inclusion. The professionals emerge across four continents and are a part of S&P 500 companies, trade associations, and even business enterprises.

The ISO-30415 Certification allows the certified professionals to make a major impact in the corporate industry. CEO LaSonya Berry anticipates that McPherson|Berry will make additional impacts in Diversity, Equity, Inclusion and Belonging.

McPherson|Berry is a Human Resources (HR) firm that excels in helping businesses strengthen their capacity to deliver on their brand with their services and products. The clients improve their performance, increase their leadership effectiveness, decrease risks, better achieve their goals, and helps to build capable teams through organization development and HR consulting services.

Berry has been awarded the supplier of the year award with an NMSDC affiliate council (NYNJMSDC) and a WBENC Business Star. McPherson|Berry made the exclusive HR Industry Leadership 500 Excellent Award for leadership development. This also includes programs specifically for diverse individuals and those in the STEM areas.

She stated, “D&I is so much more than hiring, diversity quotas, or employee resource groups. It expands human resources to becoming a standard part of every enterprise's project change management. It is risk management. It's internal regulation and enforcement.”

LaSonya Berry is the first among the cohort that plan to use the certification and knowledge gained surrounding Diversity & Inclusion to help companies expand D&I efforts beyond HR.

### **About McPherson, Berry & Associates, Inc.**

McPherson|Berry is an industry award winning firm providing HR consulting/outsourcing, HRIS technology, leadership development, diversity, equity & inclusion initiatives, and capacity building solutions to grow organizations for over 15 years. For more information, visit [www.mcphersonberry.com](http://www.mcphersonberry.com)

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