



## Dr. Priscilla Berry

### *Corporate Leadership Subject Matter Expert*

Dr. Priscilla Berry leads a private guidance and management leadership consultancy that assists clients with the skill sets, cultural transformation, and leadership development required to further their pursuit of a career path in management.

She was one of 40 scholar professors from around the world invited to the Oxford Round Table in England to present her research on women in leadership. She is a published author and is currently researching, publishing, and speaking on issues of ethics, sustainability, corporate social responsibility, and leadership skills.

Dr. Berry has consulted for business and government clients in the areas of advertising, marketing, public relations, crisis management, ethics, and organizational structure.

Dr. Berry is a graduate of the University of Mississippi with degrees in English, Literature, and the Humanities.

# Berry & Associates

## *Choosing*

Leadership today requires the ability to inspire and lead a diverse team of knowledgeable and task-based associates.

Leaders must be able to demonstrate requisite and competent knowledge. They also have to create an organizational psychological contract that includes both peers and subordinates.

Thus, leadership must be purpose-driven as it is a responsibility to your company, associates, and community. At some point in anyone's career, there is a realization that pausing for a moment of thoughtful personal and career introspection would be helpful.

Berry & Associates provides a unique resource for those interested in pursuing a career in leadership.

Each client is recognized as a unique individual with specific needs. Therefore, Berry & Associates crafts an individualized plan that fits your personal strengths and weaknesses.

Berry & Associates provides guidance and coaching for recent MBA graduates and both mid and senior level executives.

## *Today's leaders must demonstrate both the ability to balance and align core competencies in:*

- Team Building: decision-making, influencing, compromising
- Strategic Planning: project scoping, goal setting & execution
- Communication: writing, public speaking, presentation
- Technical: analytics, formal expertise, system & program fluency
- Financial: cost accounting & making the business case
- Relationships: ethics, facilitation, conflict resolution, active listening

## *The Road Less Traveled*

Leaders must balance the depth of knowledge and skills required to integrate their teams into a common venture by thinking through the problems and opportunities while at the same time setting and exemplifying the organization's objectives, values, and goals.

However, ambition often sprints ahead of thoughtful personal and career introspection. For most, leadership represents the road less traveled. Those who choose to manage often realize that leadership, continuous learning, and assessing and calibrating management skills are inexorably intertwined.

904-635-6325 | [priscillaberry@berryleadership.com](mailto:priscillaberry@berryleadership.com)  
[www.berryleadership.com](http://www.berryleadership.com) | [linkedin.com/in/priscillaberry](https://www.linkedin.com/in/priscillaberry)