

# The Daily Transcript<sup>®</sup>

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## LEADING STARTUPS/NEW BUSINESSES

Along with its great weather, military presence and world-famous zoo, San Diego is known for its innovative minds. Many work in relative obscurity, tolling away on some new technology that may make our lives easier or provide a boost to the local economy.

For our inaugural Leading Startups/New Businesses special section, we want to put these entrepreneurial residents into the spotlight so they can get the credit they richly deserve. Remember the names of these inventors and their companies. They just may become a household name soon.

— The Editors

### STARTUPS



### NEW BUSINESSES

**M**arsha Friend-Berkson Consulting works with San Diego nonprofits and businesses to determine how each individual's talents can contribute to the greater good.

Marsha Friend-Berkson launched her consulting firm two years ago and is its sole employee. She offers organizational development services to small and midsize companies and nonprofits including Susan G. Komen San Diego and Jewish Family Service of San Diego.

Her preferred tool is research firm Gallup's CliftonStrengths Assessment tool, an evaluation method that identifies each person's strengths and weaknesses so they might better collaborate with their colleagues. Friend-Berkson is among more than 3,000 Gallup-certified "strengths coaches" worldwide.

Friend-Berkson said she evaluates everyone from the entry-level employee to the CEO to find how different work styles, personalities and backgrounds can complement rather than conflict in the workplace.

"A lot of times we're very blind to our strengths," she said. "This is a helicopter view with a different lens. Who you are doesn't stop when you walk out the door to your professional life."

A corporate culture that celebrates the talents of each individual can benefit the organization overall, she said. Employees who feel valued and fulfilled are



MARSHA FRIEND-BERKSON

### MARSHA FRIEND-BERKSON CONSULTING

#### BUSINESS

less likely to be absent, more productive, and ultimately contribute to a more profitable organization, she said.

Friend-Berkson, who also co-founded the former Anthology San Diego music venue in Little

Italy, said she's gratified to help people understand themselves on a new level.

"They embrace who they are to be their best self every single day," she said.

— Jennifer McEntee

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*Marsha Friend-Berkson,  
founder*