

AS SEEN IN
Forbes, Fortune & Entrepreneur

LEADING BUSINESSWOMEN OF THE TRIANGLE

Agent of Change

With a burning desire to make a significant impact on the lives of others, Sonya Hopson helps businesses become more diverse and inclusive.



Sonya Hopson's experience hitting the glass ceiling isn't unusual. Her first six years in the staffing and recruiting industry were successful, but she was overlooked time and again for meaningful advancement opportunities. "Women are often unnoticed unless an employer places a very high priority on workplace diversity. And most women aren't confident enough about their abilities to promote themselves for better positions," says Hopson.

In 2013, she decided to take control of her own professional destiny and founded HIRE Strategies, an administrative and executive placement agency. An ambitious CEO with a passion for the advancement of women and a vision for transformation, Hopson grew the company to \$2 million in annual sales in its first year. By year six, HIRE Strategies' revenue was \$9.5 million, and its permanent staff had grown to 10 employees. Today it is a licensed, certified, industry-leading, woman-owned staffing firm serving North Carolina, South Carolina, Georgia, and Virginia.

Innovation for the Greater Good

A catalyst for change in the community, HIRE Strategies creates demand for jobs and fills them with a remarkable supply of eligible candidates. Hopson consults with businesses that are committed to adding the insights, strengths, and values of many populations.

"A few years ago, corporate America paid lip service to diversity in the workplace," she says. "Today, business owners are increasingly required to widen their candidate search when seeking top talent.

They are also finding the many benefits of creating a multicultural team with various backgrounds and perspectives to enhance their executive teams. The first step is to determine their current team's gaps, strengths, and voids, and seek to identify the most ideal candidate."

Certified as a Working Genius facilitator, Hopson takes client companies through the Working Genius team assessment process. "A team that might look reasonably diverse outwardly might be quite deficient in intrinsic characteristics, such as inventiveness and enablement, or have an overabundance of people with discernment and tenacity. Healthy teams that accomplish the company's mission have a balance of essential qualities. We coach them through the process and continually advise them as their needs and the markets change," she says.

HIRE Strategies then fills in the gaps with a wide pool of desirable candidates. In addition to the best job boards, Hopson's team has collected over 8,000 resumes from referrals and job seekers who register at the firm's website. The company also taps into several underutilized resources, including job-readiness programs, universities, and refugee agencies, to find qualified job seekers who usually go unnoticed. Each job request is answered with at least three potential employees from varied backgrounds.

"I am hopeful that with every placement HIRE Strategies makes, someone's life has been improved for the better. If we make a daily, continuous effort to do just this, imagine how many lives will be impacted as a result," concludes Hopson.

HIRE
Strategies
Talent. Placement. Results.