

"Lisa knocked it out of the park, as she does every time! I love her presentation style, and she truly shares usable golden nuggets. She is awesome!"

Jermale Eddie

Director of Business Growth, SpringGR

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lisa@cooperpg.com • 616.227.0636
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LISA COOPER

Speaker • Founder

Lisa Cooper is the Founder and President of Cooper People Group, where she helps organizations build strong, people-first cultures that drive performance and retention. With a powerful stage presence and deep HR insight, Lisa equips leaders with practical tools to transform their workplace - from compliance and systems to leadership and engagement. Her talks inspire businesses to elevate HR into a true strategic advantage.

With over 20 years of strategic HR and consulting experience, Lisa holds certifications from SHRM (SHRM-CP), HRCI, and The Predictive Index. She is a graduate of Grand Valley State University and an active member of organizations like North Kent Connect, Family Business Alliance, and the YWCA. Lisa serves on multiple boards and was recognized by Crain's Grand Rapids Business as a Notable Leader in HR (2023) and in Nonprofit Board Leadership (2024). She is also a 2025 graduate of the Grand Rapids Chamber's Leadership Grand Rapids program.

Lisa has spoken at conferences, panels, and events on topics including HR compliance, benefits, hiring, onboarding, and performance - especially tailored for small businesses and entrepreneurs. Her sessions are known for being energizing, actionable, and immediately impactful - leaving audiences with fresh ideas and real-world strategies to implement right away.