



Cheryl Cran

“Gen X / Zoomer cusper” Cheryl Cran is a sought after consultant on trends in the workplace. Her firm, Synthesis at Work, is a generational leadership consulting and training company with high-profile clients across the nation. Her research on generational leadership led her to write the popular business book *The Control Freak Revolution – Make Your Most Maddening Behaviors Work for Your Company and to Your Advantage*.

Cheryl worked her way through the ranks of leadership during two recession-like environments. While in banking she watched people lose their homes to 22% interest rates; moving to insurance the company was downsized - she was asked to stay and manage additional layoffs. From there she headed up a mortgage program for a major credit union and oversold the mortgage portfolio in ten months. She then started her first business in another economic downturn. Cheryl knows how to thrive during tough times.

As a consultant Cheryl researches workplace trends and advises her clients on attracting and retaining the best of the generations while showing positive controlled leadership skills. As a speaker she brings energy, thought provoking ideas and a passion for creating a workplace of choice. Cheryl has informed audiences for 3M, AstraZeneca, Chevron, Johnson & Johnson, Manulife and MedImmune. She has worked with a broad range of industries including financial services, homebuilders, manufacturing and healthcare.

A sought after expert on workplace trends Cheryl has been a guest commentator on Fox’s *The Mike and Juliet Show* and *The Fanny Kiefer Show*. She has been interviewed and written articles for a wide range of publications including *Profit Magazine*, *Reader’s Digest*, *Metro New York*, *The Globe and Mail*, *Selling Power Magazine*, *Small Business*, and *Builder Woman Magazine*. Watch for her next book *“Who Is Really in Control? 101 Ways to Make Gen X, Y and Z Happy at Work.”*

Speech Topics

Boldly Lead the X, Y and Zoomers

This keynote is based on Cheryl’s soon to be published book, *Who is REALLY in*

Control? 101 Ways to Make Generations X, Y and Z Happy at Work. Cheryl herself is a “cusper” between “Gen X” and “Zoomers” (or Modern Boomers). Add to that her “Gen Y” children, and Cheryl’s life demands =generational multilingualism. Simply deciphering generational labels can be confusing, so it’s easy to see how clarity in the workplace can be a challenge when team members claim vastly different perspectives.

In the end, however, it takes a seasoned guide to show your team that, while differences of opinion are the rule, the gaps between their perspectives aren't as large as they think. The future success of your organization is dependent on the people you have on board.

This keynote is designed to educate your group on generational traits and to provide everyone in your organization with the means to unite members of different generations in achieving extraordinary results. In it, Cheryl reveals how to lead and work effectively with coworkers of multiple generations and differing personalities.

Using her trademark humor, relatable examples and interactive elements that get the audience involved, Cheryl motivates business audiences by providing real-world techniques that equip your group to face the challenges of intergenerational communication in the workplace.

When the diverse members of your organization learn to understand each other and communicate effectively, your productivity will soar.

Program attendees will learn:

- How to lead and communicate with team members of different generations
- How to leverage knowledge-sharing among the generations
- How to communicate with a wide array of different personalities
- How to interact with others in a way that creates greater results and less stress through greater understanding of the generations

Program attendees will leave with:

- Increased awareness regarding the needs of members of each generation and what it means for the future of the workplace
- Crucial information about workers in different generations regarding talent attraction and retention
- New ideas on how to take existing skills to the next level
- Attendees leave inspired to take action and to be accountable for superior interaction with coworkers of different generations

One of the most common remarks after one of Cheryl's generational programs is: "Wow. I just didn't know..." Your audience is guaranteed to learn, to look at the corporate landscape with an entirely new perspective and will leave with an appreciation for the A-B-C's of Gen X, Y and Z.

Be a Positive Control Freak!!

Positive control freaks make phenomenal leaders and workers. Based on Cheryl's new leadership book, *The Control Freak Revolution: Make Your Most Maddening Behaviors Work for Your Company and to Your Advantage*, this keynote shows how being a control freak isn't necessarily a bad thing. It motivates and teaches audiences how to channel their passion for quality and performance into specific positive leadership techniques that are palatable for all team members.

Let's face it. We all have an inner control freak. Some of us just embrace it more easily than others. The fact is that, sometimes, you simply care more that things get done a certain way...the right way!

By utilizing positive control, leaders can influence coworkers and achieve results that would make dictators envious.

This keynote is fun, vibrant and puts a unique spin on control freakiness as a positive aspect of leadership. Whether you are a workplace leader or not, we all have to demonstrate personal leadership and this keynote puts a humorous slant on what we need to do to create greater success in our work and in our life.

Highlighting the advantages and drawbacks to controlling tendencies, Cheryl steers audiences through humorous examples of why negative control leads to failure, and how harnessing positive control can lead to a fun, funky brand of leadership.

Program attendees will learn:

- When being a positive control freak is a really good thing
- When being a freaky control freak is harmful
- How to use positive control for greater self performance
- What to do to get greater results from ourselves and others
- How to develop your brand as a leader so that others are inspired to follow

Program attendees will leave with:

- An understanding of why we want to control our surroundings and outcomes, and how to shift from freaky to funky
- A fresh outlook on the obstacles we may unknowingly be creating and what to do about it
- Practical and useful ideas on how to use positive control to increase profitability, enhance relationships, encourage teamwork and move forward at high speed
- Ideas and tools to use to deal with others who are controlling, such as employees, peers and superiors

This program takes audiences into the mind of a control freak and provides an understanding of our own controlling impulses. Going from a freaky control freak to a funky control freak is more than adding funk. It's about controlling the control freak within.

Lead to Attract Them Lead So They'll Stay

This energetic and candid program is designed to bolster your boldness and inspire focused, assertive action by leaders of all types and styles.

Bold leadership doesn't have to mean "in-your-face" leadership. Being bold is recognizing opportunities to evolve your team and taking action.

The fun of the keynote comes from Cheryl's dynamic presentation, her pull-no-punches delivery, and the infectious audience response. It spreads through the crowd and energizes the room, making it clear that the audience has embraced their ability to lead in a simple, but very powerful, way.

Whether or not you think you lead, it's a fact that we all must demonstrate personal leadership. This keynote looks at everyday leadership decisions through a humorous lens and then provides steps to create greater success at work and in life. What is the one thing that leaders must be to succeed? B.O.L.D.!

Your bold leadership encourages others to act with passion, conviction and confidence, and attracts similar people of action. And if there are bold employees who are stifled with bland

leadership, they aren't likely to stick around for long. Lead to attract them, and lead so they'll stay!

Program attendees will learn:

- Proven leadership techniques that attract high performers
- Leadership strategies that retain high performers
- Insights on **BOLD** leadership:

Brave with change

Owning your stuff

Leading the generations

Doing it, not just talking it

Program attendees will leave with:

- A fresh look at how each of us may be creating unknown obstacles to our success
- A new perspective on what it means to be balanced and powerful
- A renewed ability to take focused action to achieve the next level of success in work and life
- The ideas in this keynote have been called "provocative," and the interactive element puts a fresh spin on how to boldly lead.

Say What You Mean – Mean What You Say

In today's fast-paced workplace, it isn't enough to get by on basic communication.

Yes everyone knows that communication is important but the reason they need to hear it again is because people don't always do what they *know*!

Organizational challenges include interdepartmental communication where each department operates as a 'silo'. Organizations need to have leaders and employees who use communication to increase productivity, results and team efficiency.

Based on Cheryl's bestselling book entitled, *Say What You Mean - Mean What You Say*, this presentation provides motivation, solid content and communication techniques amidst Cheryl's humorous personal anecdotes and interactivity.

Cheryl shows audiences a simplified process to help diverse business units understand each other's unique challenges and individual issues. Attendees learn how to communicate effectively...while having fun...with co-workers, with members of another 'silo', with different personalities and cultures in the workplace.

Attendees Learn

- Why advanced communication is crucial to success in the workplace
- How to use language techniques that move others towards positive solutions
- How to communicate in a way that creates greater results and less stress
- How to take your existing communication skills to the next level
- Practical tools on how to handle differing opinions and perspectives
- Attendees leave inspired to take action and be accountable for superior communication