CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!

Cheryl Cran, CSP

Travels from: **Canada** *Fee Range:* **$7,501 - $10,000**

Cheryl Cran strongly believes that in 2012 and beyond the future is about collaboration and innovation and leading change.

Cheryl's presentations on leading change in a fast-paced, technological and multigenerational workplace include real-life examples and case studies along with practical solutions. Audiences love her direct approach to leadership and strategic management of the generations in the workplace.

Cheryl's consulting firm Synthesis at Work analyzes business trends that focus on leadership, change and communication strategies for increasing profits and productivity. Her research includes 15 years of audience response surveys, generational focus groups and employee surveys.

In her fourth and book, *101 Ways to Make Generations X, Y and Zoomers Happy at Work*, she provides strategies for companies on target recruitment, retaining employees and succession planning for Generations X and Y.

For 12 years, Cheryl worked as a top-performing leader for GE Capital, Mortgage Insurance Company and Bank of Montreal. During her career in finance she thrived in difficult economic times and motivated her teams to business excellence through two recessions.

In 1994 Cheryl joined the business strategy department of a nation-wide consulting firm - after great success with their clients she established her own consulting practice Synthesis at Work. For the past 16 years Cheryl has worked in such varied industries as agriculture, finance, construction, oil and gas, forestry, resources, health care, government, film, hotel/hospitality, retail and entertainment. Cheryl has the unique ability to apply her expertise in individual client circumstances to provide customized business solutions.

Cheryl's change management and business strategy ideas and articles have been featured in *Forbes* magazine, *Metro New York*, *The Globe and Mail*, *Readers Digest*, *Selling Powe*r magazine, *Builder Woman* magazine and *The Financial Post*. She is a monthly commentator on workplace issues on a Vancouver cable news program and frequently participates in radio and television interviews.

Most Requested Programs...

- Leading Change in a Fast-Paced and Technological Workplace
- Lead With 2020 Vision- Building the Workplace of the Future Today
- The War for Talent- Finding And Keeping Good People 2012 And Beyond

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