



## Lead Gen X, Y and the Zoomers in Turbulent Times

**This keynote is based on Cheryl's soon to be released book, "Who Is REALLY in Control? 101 Ways to Make Generation X, Y and Z Happy at Work."**

A recent **USA Today** article asked Zoomers (Modern Boomers) if their retirement plans have changed due to the economy and the response was 41% intend to retire later than planned. This clearly indicates that generational communication in the workplace will be an area of opportunity for the next few decades.

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. Add to that the current turbulent work environment and you have an added challenge to navigate these times of massive change.**

**The future success of your organization is dependent on the people you have on board.** A seasoned guide, Cheryl Cran, will show your team that, while differences of opinion are the rule, the gaps between their perspectives aren't as large as they think. Using her trademark humor, relatable examples and interactive elements, **Cheryl motivates business audiences by providing real-world techniques** that equip your group to face the challenges of inter-generational communication in the workplace.

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.

NOTE: Cheryl will present for up to 3 hours for the base fee. Please inquire for half and full-day seminars.

"Gen X / Zoomer cusper" with three "Gen Y" children 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 generations 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.*