



Lead to Attract - Lead So They'll Stay

- Leadership for the Future

What is the one thing that leaders must do to succeed? Boldly look to the future!

Being bold is recognizing opportunities to evolve your team, move them forward and helping every individual to full personal accountability for their success. This energetic, forward thinking and candid program is designed to inspire focused, assertive action by leaders of all types and styles to prepare us for the exciting future workplace.

The fun of the keynote comes from Cheryl's dynamic presentation, her pull-no-punches delivery and the infectious audience response. The content is filled with trends, case studies and practical tools for success, all guaranteed to provide value to your teams.

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 yet practical lens and then provides steps to create greater success at work and in life.

Employees who are stifled with bland leadership aren't likely to stick around for long. Cheryl's bold and forward thinking leadership style encourages audiences to act with passion, conviction and confidence attracting similar people of action. Lead to attract them - lead so they stay!

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*.