



"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.*"