



“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 best selling 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 lay-offs. 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.