



## **Say What You Mean: Connect to Communicate**

### ***How to Thrive in the Social Media, Multi-Generational and Fast-Changing Workplace***

Welcome to the communication age. Thanks to the internet, social media and email, everyone is on information overload.

#### **The new currency is people skills and communication is cash.**

Advanced communication can mean the difference between having award-winning individual departments and having a Fortune 100 company. Communication is often touted as a necessity by executives and leaders...and left at that. The reason the topic of communication surfaces repetitively is that, even though it is universally acknowledged as important, people don't always communicate in the most effective ways.

Some of the most common workplace communication challenges are a result of the following:

- Constant, incessant change of people, processes and technology and the diversity of teams
- New teams are formed with new people bringing in generational and personality dynamics that can make it seem as if we are starting from scratch
- Challenges with highly technical people communicating with non-tech people
- Companies restructure and downsize and those left to deal with the changes struggle to regain footing within the new workplace
- Companies merge and get bought out, sowing confusion over who does what and who is responsible
- A "silo" mentality prevails and pretty soon interdepartmental communication is fraught with excessive email threads, misunderstood objectives and garbled strategy

#### **Cheryl Cran presents the solutions in this keynote or seminar:**

- How to communicate with connection, purpose and positive outcomes
- What to do with the differing generational approaches to work
- How to improve communication between high tech and low tech teams
- How to set up systems within teams to ensure open communication and focus on project success
- How to blend social media communication with traditional face to face,

- phone and email communication
- How to increase interaction, understanding and information sharing between ALL of the generations

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 North America. 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.*