



**Cheryl Cran** is the founder of NextMapping™/NextMapping.com and the CEO of parent company Synthesis at Work Inc.

Recognized as the #1 Future of Work influencer by Onalytica, and author of 7 books including “NextMapping™ - Anticipate, Navigate and Create the Future of Work”.

Other book titles include “The Art of Change Leadership - Driving Transformation In a Fast Paced-World” (Wiley 2015), “101 Ways to Make Generations X, Y and Zoomers Happy at Work” (2010) and 4 other books on the ultimate leadership skills needed to be future of work ready.

Cheryl’s future of work thought leadership has been featured in publications such as Huff Post, Forbes, IABC Magazine, Law Magazine, Metro New York, Entrepreneur Magazine, Readers Digest, CBS Online, NBC Online, Fox Online and more.

For over two decades Cheryl has built a reputation for delivering extraordinary value to clients that include AT&T, Bell Mobility, Omnitel, Gartner, British Telcomm, Manulife, as well as mid-sized companies and entrepreneurs in industries that include technology, health, agriculture, finance, insurance and more.

NextMapping™ was developed as a proprietary business solution brand that encompasses all of Cheryl’s work and research on the future of work and the leadership needed to navigate change in the workplace. It’s time to not just hear about the future but to use NextMapping™ to get there! Technology in the workplace must be used to prepare for the future with a focus on how technology can enhance outcomes for people.

The common theme of all of Cheryl’s life’s work is a ‘people first’ and digital second approach to create a more human future, helping companies to build the leadership capacity needed to ‘change the world through business....

## Cheryl Cran

### Speech Topics

- Women in Business
- Virtual Keynotes
- Technology
- Leadership
- Innovation
- Generations



## Testimonials

Just wanted to send a big thanks and appreciation to Cheryl Cran our Keynote for our 2011 Provincial Conference. She truly was the perfect fit! All the verbal reviews I have heard to date have been beyond positive for Cheryl and her session. In fact, the overall review seems to be that Cheryl was our best Keynote to date, and this was our 14th year. Cheryl was truly a joy to meet and I hope this is the beginning of a long relationship with NLOWE and Cheryl. I will be certain to spread the word of how great she is!

- NLOWE.

Cheryl spoke at our 9th annual “CMA Night Out” in Edmonton. Cheryl was entertaining, interesting and informative all in one professional package. Cheryl was able to enlighten us on trends in industry that we must all embrace to be effective in the changing work environment. The feedback from senior business leaders attending our event was positive and all commented the evening was a great success. Thank you again Cheryl for your presentation as it exceeded our expectations. J Gagliardi, CMA CMA Alberta - Edmonton Chapter

- CMP.

