

Cheryl Cran

**TAKE CONTROL!
TAKE ACTION!**

Cheryl is known for highly customized programs, a total commitment to producing results and her uncanny ability to understand exactly what needs to be said for each audience. The common thread in all of Cheryl's presentations is her research on trends, her dynamic energy, practical tools, thought provoking ideas and fun stories.

"Gen X / Zoomer cusper" Cheryl Cran worked her way through the ranks of leadership during 2 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 their Cheryl led 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.

A sought after consultant on trends in the workplace, 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's presentations show audiences how to be a top performing business culture through inter-generational innovation, positive self evaluation and accountability.

Your presentation kept everyone entertained and engaged while presenting very practical information. I appreciate that you took the time to learn more about our organization and the employees who attended the meeting in order to customize your presentation. The tailored material you included was very well received and enhanced the delivery for everyone in attendance. I hope to have the pleasure to work with you again and would highly recommend you as a presenter."

Director of Business Management



**Keynote
Titles:**

**Leading Gen X,
Y and Z in
Turbulent Times**

**Take Positive
Control of the
Future**

Cheryl Cran:

- Corporate sales leader in finance and insurance industries
- Consultant and best selling author
- Certified in Psychology, Communication, Leadership & Organizational Development
- In top 1% for a leading international seminar company
- Certified Speaking Professional and Director for IFFPS
- On top of all this serious stuff, she's a lot of fun - find her on Facebook and Twitter