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David Clark — The Province

Cheryl Cran took risks to create her own work environment.

Motivation to go

By Jeani Read
Staff Reporter

WHO: Cheryl Cran.
Age: 38.

Occupation: Motivational speaker specializing in communications; YWCA Woman of Distinction; author, *Say What You Mean, Mean What You Say*, available at www.cherylcran.com

Issue: Work ethic.

Approach: "I was raised in Saskatchewan in a very underprivileged family. I grew up thinking, if they didn't have money, I'd make it myself. I got my first job at 13 at McDonald's. I was the top seller at a jeans store and the first teen employee at Shoppers Drug Mart in Osoyoos. At 17, I left home wanting more independence and got a job at a Vancouver bank. If I had a job, life was good."

Issue: Nerve.

Approach: "I think of my life as a series of risks. I worked for the bank for 10 years, moved up and was headhunted away by a private company. When that company filed for bankruptcy, I found a new job at a credit

Today's power-speaker

portfolio, so I was out of work again. Life was trying to tell me something."

Issue: The right stuff.

Approach: "I loved speaking and training and finally the light came on. A business coach said I had to set up a company from scratch (to earn my bona fides). I had no idea. My husband came up with one and within three years, the business was successful. In 1994 I pursued a speaking career and soon people started offering to pay me."

Issue: Choice.

Approach: "I knew extreme unhappiness growing up. (In my seminars) I like to offer the hope that we can choose a better reality. I like to instill that in others."

Issue: Support.

Approach: "I couldn't do it without a family and support system. My husband's my absolute rock. We're a true team. This work cannot be done alone. When you get off the podium