

Cheryl Cran

Future of Work & Change Leadership Expert; Founder of NextMapping™; Creator of the NextNow Podcast; CEO of Synthesis at Work Inc.

Please contact a GDA agent for information.

Topics

- Business Growth Strategies & Trends
- Future of Work
- Futurists
- Innovation & Creativity
- Leadership
- Navigating Change & Uncertainty

About Cheryl Cran

Cheryl Cran is the founder of NextMapping™/NextMapping.com, creator of the NextNow podcast and the CEO of parent company Synthesis at Work Inc.

Named #1 Future of Work influencer by Onalytica, and in the top ten future of work experts by GoCatalant.

Cheryl is the author of 10 books including her newest, Super.Crucial.Human and her bestsellers, “NextMapping – Anticipate, Navigate and Create The Future of Work” and “The Art of Change Leadership – Driving Transformation In a Fast Paced-World”.

Cheryl’s thought leadership on the future of all things including work, society and life has been featured in publications such as Fast Company, Huff Post, Forbes, Metro New York, Entrepreneur Magazine, Reader’s Digest, CBS Online, NBC Online, and more. For over two decades Cheryl has built a reputation for delivering extraordinary value for clients that include Amazon, Upwork, AT&T,, Gartner, Scottish Water, ExecOnline and more.

Clients rate her keynotes on hybrid workplace, the human future, the future of leadership and leading hybrid teams as being inspirational, research based and highly relevant to the fast changing now and future workplace.

Cheryl brings unique multiple perspectives to her clients, gained by years of successfully working with a multitude of organizations.

Her multi-industry experience and successful track record provides unparalleled value to her clients.

Cheryl helps leaders and teams to increase perspectives to expand opportunities, to identify patterns of success, and to learn and grow at the speed of change.

NextMapping™ was developed as our proprietary business solution brand that encompasses all of Cheryl’s work and research on the future of all things including work and the ‘future ready skills’ needed by leaders and teams to navigate change in the workplace.

Cheryl is not a futurist that just shares trends, she is a pragmatic optimist who is a future of work (all things) expert helping her clients to ‘create the future now’ by ‘leading the changes needed’ to get there.

It’s time to not just hear about the future but to create change and use models and tools developed including our proprietary NextMapping™ process to get there!

The common theme in all of Cheryl’s life’s work is to change the world through business.

Cheryl is passionate about helping leaders and teams develop the crucial human skills needed to lead a human focused future where we leverage technology to automate the mundane so that we can elevate the humane.

Select Keynotes

- **The Future is Human - How Being A Better Human Is Key To Being a Better Leader**



Based on Cheryl's book, *Super.Crucial.Human* this keynote focuses on the concept that now and in the future 'everyone is a leader' and with that everyone needs to be a better human. Research has confirmed that not only are we in a workers market, we are going to need MORE people now and into the future even with the rise of automation, AI and robotics. What we need is people who have crucial human skills – skills that go beyond the basics when it comes to compassion, creativity, communication and collaboration.

This keynote will INSPIRE, elevate the mindsets of audience members to embrace that being human means we have infinite possibilities to evolve and to adapt at the speed of change.

In this keynote you will learn:

- ◊ Research on the social trends that are driving the urgent need for everyone to develop 'crucial human skills'
- ◊ How to reframe challenges, setbacks and disruptions into elevated opportunities to evolve and grow
- ◊ The 4 C's of being a super crucial human – next level skills of compassion, creativity, conscious communication and collaboration
- ◊ Why LQ (love quotient) is even MORE important than EQ (emotional intelligence) and how to apply it in both life and work
- ◊ How to leverage the 'me to we' mindset model to increase collaboration in a hybrid workplace reality
- ◊ Actionable models and strategic ideas on how to elevate crucial human skills and apply in real time in life and work for accelerated success in all relationships

• **The Future is Human - How AI and ChatGPT Requires Us To Be Better Leaders**

This keynote focuses on the key human skills leaders and teams need to have in a fast changing AI and ChatGPT era.

Based on the best selling book, '*Super.Crucial.Human.*'

Research has confirmed that not only are we in a workers market, we are going to need MORE people now and into the future even with the rise of automation, AI, ChatGPT and robotics.

What we need is people who have crucial human skills – skills that go beyond the basics when it comes to compassion, creativity, communication and collaboration.

This keynote will INSPIRE, elevate the mindsets of audience members to embrace that being human means we have infinite possibilities to evolve and to adapt at the speed of change. Audiences will leave with practical tools that they can apply personally and take back to their leaders and teams.

In this keynote you will learn:

- ◊ Research on the digital and social trends that are driving the urgent need for everyone to develop 'crucial human skills'
- ◊ How to reframe challenges, setbacks and disruptions into elevated opportunities to evolve and grow
- ◊ The 4 C's of being a super crucial human – next level skills of compassion, creativity, conscious communication and collaboration
- ◊ How everyone can elevate to being 'change leaders' driving positive change forward
- ◊ How to leverage the 'me to we' mindset model to increase collaboration in a hybrid workplace reality
- ◊ Actionable models and strategic ideas on how to elevate crucial human skills and apply in real time in life and work for accelerated success in all relationships

• **The Future of Leadership**

Never before have workplaces had so much ambiguity, uncertainty and constant change.

Workers are challenged with doing more with less, learning at the speed of disruption and working with diverse situations.

There is a massive opportunity for leaders to create the future for themselves and their teams.

With the increase of digital transformation there is a calling for leaders to be connected, empathetic and inspiring for their teams.

In this keynote leaders will learn:

- ◊ The most recent and up to date research on the future workplace and what it means for leaders today
- ◊ Statistics and sentiment analysis on worker attitudes and what workers want today and in the future from their leaders
- ◊ Leadership models on the 'me to we' mindset and mapping the future of the leadership journey
- ◊ Tips and strategies on how to leverage leadership mastery to increase the attraction and retention of top talent
- ◊ Inspiring ideas that can be put into immediate action to increase employee motivation and engagement
- ◊ Practical daily actions to help leaders feel energized and to help their teams to be inspired and excited to create the future of work

Cheryl Cran future of work expert and founder of NextMapping shares inspiring, uplifting and practical ideas for leaders to be future ready now!

• **The Future of Attracting & Keeping Top Talent**

95% of companies surveyed cite a big focus for the future is finding and keeping top talent in the age of robotics, remote workers and increasing competition.

This keynote provides trends, case studies, and creative ideas on recruiting and retaining talent

Fortune 500 CEO's surveyed state that even with the age of robotics they are planning to continue to seek and hire talented people well into 2020 and beyond. The competition for attracting top talent is increasing, and as quickly as people are being hired and trained other industries are approaching and poaching talent. In addition, the increase in freelance and entrepreneur opportunities for millennials is making the talent search even more challenging.

What can companies do? What do leaders need to do to win the war for talent?

In this keynote, you will learn how to map out a strategy and plan on how to attract top talent and how to retain them for longer than average time frames.

Attendees will leave this session with:

- ◊ The latest research for your industry on future trends regarding attracting and retaining top talent
- ◊ Insights into current reality of finding and keeping good people the stats and the best practices
- ◊ Innovative ideas on finding the right people that are suited for your industry
- ◊ Creative ideas and examples from global companies winning the war for talent
- ◊ The top ten 'attractors' of what top talent want when looking to work for a company
- ◊ How to be a company that 'attracts' talent, including having transformational leaders and creating a culture that focuses on shared leadership
- ◊ The number one reason people leave an employer and how to fix it
- ◊ A greater understanding of why investing in recruiting alone is a no-win approach
- ◊ Creative solutions that you can put into place right away to increase your wins in attracting and keeping top talent

• **The Future of Work Is Now – Are You Ready?**

Trends, insights and research on the Future of Work

Employee engagement, creating future ready leaders, attracting and retaining top talent are all elements that are rapidly changing and impacting the way we work and how we need to change to meet the challenges of the future workplace today.

This keynote will provide researched global business insights, thought provoking, creative, leading edge ideas and strategies on how leaders can take immediate action to increase team buy in, adaptability and execution NOW as we head towards 2030.

Attendees will leave this session with:

- ◊ A look at the trends and technologies shaping the future workplace today
- ◊ Ideas for leaders and their teams to adapt their personality style and leadership style to the fast changing workplace
- ◊ "How" to successfully work with and engage the multiple generations in the workplace
- ◊ Insights into how leaders need to adapt to the ever-changing reality of worker attitudes and shifting attitudes on loyalty, job satisfaction and how work is done
- ◊ Mindset model on how to navigate fast pace of change as we head to future of work
- ◊ Research on the multiple intelligences needed to navigate the future of work
- ◊ Case studies and examples of progressive companies and leaders on the leading edge of creating innovative future ready workplaces
- ◊ Strategies on how to get everyone on board with the overall future vision, build excitement for the company's direction and create commitment and buy-in to taking action today and for the future

• **The Future of Hybrid Teams**

Hybrid teams are here to stay, research shows that virtual work and WFA (work from anywhere) is going to increase.

Leaders and teams have been navigating this new reality throughout the pandemic. The future requires leaders and teams to be able to successfully navigate the nuances of a hybrid workplace reality.

There is a continued shortage of workers and we are firmly in a workers market. This means that it's a new world of work. Leaders are leading in unprecedented times and all workers are asking themselves big questions about what it means to work, and how they want to work in the future.

In this keynote attendees will learn:

- ◊ Future of 'all things' research that reveals the social trends impacting the future of work
- ◊ Insights into the trends that are shaping what the now and future workplace
- ◊ How to leverage patterns in human behavior to increase team synergy in a hybrid workplace

- ❖ Key strategies on how to communicate and collaborate in a virtual team environment
- ❖ New ways to engage teams in a hybrid culture
- ❖ The 'future ready' skills that ALL workers need to develop to increase agility and adaptability
- ❖ How to use the 'adaptability scale' to see where you are and how you can 'self-coach' to greater flexibility
- ❖ Actionable takeaways that can be applied right away in your everyday work and life

Select Book Titles

- **2022:** Super.Crucial.Human
- **2019:** NextMapping™ – Anticipate, Navigate and Create the Future of Work
- **2015:** The Art of Change Leadership - Driving Transformation In the Fast Paced World
- **2013:** Leadership Mastery In The Digital Age: How to Lead Change, Transform People & Grow Business
- **2010:** 101 Ways to Make Generations X, Y & Zoomers Happy at Work
- **2008:** The Control Freak Revolution: Make Your Most Maddening Behaviors Work for Your Company and to Your Advantage
- **2006:** 50 Ways to Lead & Love It

Select Articles

- [A Futurist Mindset Is A Superpower](#)
- [Next Level Leadership Skills Needed In New World of Work](#)
- [Fresh Perspectives Lead To Positive Change](#)
- [What's Next? Elevated Collaboration Mindset To Minimize Siloes in Hybrid Workplace](#)
- [What's Next? Human Centric Leadership](#)
- [4-Day Workweek Future Is Here Now](#)
- [How To Embed Culture In A Hybrid Workplace](#)
- [Why Some Leaders Are Struggling With The Workers Market Reality](#)
- [The Great Resignation Is Really The Great Reevaluation](#)

Select Testimonials

Amazing presentation. Your positive future-forward attitude is contagious. Thank you for inspiring us.

– *American Society for Quality (ASQ) Conference*

We received overwhelming positive feedback from our group about Cheryl's dynamic delivery style, the polling and Q&A interaction, and the survey she sent to participants to get to know her audience and customize her presentation.

– *Association of Government Accountants (AGA)*

Great workshop on future-ready organizations and future-ready leaders! Together, let's change the "me" mindset to a "we" mindset! I'm very grateful for the knowledge you shared during the workshop. I cannot wait to read your books!

– *Bank of Montreal*

Cheryl very quickly identified my management style and worked with me to reframe perspectives, adjust behaviors, develop multiple perspectives and enhance my leadership skills. She held me accountable during those difficult times when I was unable to do that myself! The greatest reward was when others communicated how proud they were of my development and how it inspired them to make change.

– *C. Cameron*

Your virtual program was interactive and engaging and kept the audience captivated throughout. It was spot on.

— *Eye Bank Association of America*

Cheryl has a unique ability to gather tremendous data and content, sift through it and then provide a clear and simple pathway that helps the leaders and the business to grow. Her style is direct yet fun and she is deeply insightful into the personal growth needed by each individual in order for him or her to be able to contribute at higher levels to the overall goals of the company. Cheryl as a leadership expert is consultative, creative and results-focused. We look forward to working with her again.

— *Ron Laudner, CEO Omnitel Communications*

"I want to congratulate you on giving our 600+ attendees lots of food for thought in your session: The Future of Leadership. Your energy, enthusiasm and compassion for all that our attendees are dealing with came through loud and clear. Many of our attendees came up to me after your session and said: "Home Run". Sometimes being the first presenter in the morning of the second day of a conference can often be a tough spot to draw: you immediately established a strong connection with all of us and kept us engaged and energized. So well done...take a bow!"

— *W.E. Tobin, CEO*