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CHERYL CRAN

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 Analytica, and author of 7 books including NextMapping™ – How Great Leaders Inspire Everyone to 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.’