



**WORLDWIDE SPEAKERS GROUP LLC**  
YOUR GLOBAL PARTNER IN THOUGHT LEADERSHIP

## 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 Analytica, 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.