



Great Programs Were Hard to Come By... until Cy

Cy works with organizations and individuals who want to thrive in challenging times by discovering new solutions to old problems.

Programs That Create Amazing Results!

Succeeding In Spite of the Facts

Cy shows how fast-paced, changing organizations can thrive in challenging times as they break through “learned helplessness” and rally their teams to respond to challenges while maintaining 100% accountability. Participants leave this presentation with a renewed appreciation of their role in shaping the continued success of the company.

Thriving In Changing Times

The ability to respond to the rapid pace of changing events is becoming a key competitive advantage for organizations today. In order to lead change, we must completely recreate employee mindsets to act in ways seemingly counter intuitive to the techniques that have made them successful in the past. In this program, participants will learn key models and techniques for transforming their organization into a change-seeking machine.

Transforming Differences Into Advantages

In order for a team to truly excel, it is no longer enough to simply accept each other’s legitimate differences. Leveraging diversity is the key to overcoming today’s most challenging issues - from a lack of resources to gaining a competitive advantage. Cy’s engaging and humorous delivery leads participants through a brief assessment process, which helps them to identify their own personality “color.” Participants will learn how to first recognize, and then utilize the variety of talents within their teams.

Creating New Mindsets and Amazing Results in Organizations

Belief has great power, for no matter if one believes something to be possible or impossible, either way they will be right. In this presentation, Cy shocks participants as she reveals the key beliefs that are crippling organizations. Participants are challenged to “unfreeze” old patterns of thinking and behaving so that new possibilities and ideas can be created in their organizations. Participants are brought to the stark realization that many of the disappointments that they face are due to their own self-imposed limitations. In the end, amazing results arise from changed mindsets - for only by changing one’s thinking, can they truly change their circumstances.

Cy speaks from experience! Throughout her career, she has built a reputation for achieving amazing results in spite of her clients’ challenging circumstances. Clients in a wide variety of industries have found her guidance to be key in their successful planning and implementation of new programs and systems. Those who enter into consulting relationships with Cy simply rave about her value to themselves and their organizations.

Cy has a unique background, which combines four successful business start-ups with 20 years of working and consulting in a variety of arenas; including healthcare, insurance, banking, manufacturing and high-tech. Cy has personally led strategic planning efforts, culture change initiatives, ERP implementations, talent management system design and implementations and succession planning projects.

She now brings her proven and hard-hitting philosophy, “Succeeding in Spite of the Facts,” to organizations that want to break through their reasons, stories and excuses to develop innovative solutions and approaches to long standing issues.



Rave Reviews

“‘Cy “WOWED” everyone in attendance!’ Cy Wakeman has been one piece of a significant investment over the last five years in developing our organization’s leaders. One very important piece! Cy is dynamic, engaging, on point, and does a great job getting at the proverbial “elephants in the middle of the table!”

JAMES G. FITZPATRICK, CHE
President and CEO, Mercy Medical Center, North Iowa

“When Cy first spoke at the State Conference in 2004, her speaker ratings were the highest, with almost a perfect score. When participants answered the question, “What did you like best about the conference?”, Cy Wakeman’s name appeared multiple times and more than any other answer. In fact, we consider Cy’s name on the agenda as one of the enticements that brings professionals to the conference.”

RUTH M. JONES, SPHR
Director, SHRM Nebraska State Council

“‘Cy’s sessions are enlightening, thought-provoking, and practical.’ We’ve made great changes in our organization over the last three years, and often I’ll hear people long after her programs say, “Well, as Cy said...”

JAMES L. MOUNCE
President, Woodmen of the World

“‘Cy Wakeman amazes and dazzles audiences with her sincerity, authenticity, frankness, and humor.’ Whether serving as a keynote presenter or an emcee, Cy has been a tremendous asset to ICAN’s programming. If you are looking for a bright, talented speaker who can move an audience to action, I would give Cy Wakeman “two thumbs up.”

SHERRY L. HELMKE
Executive Director, ICAN

“‘Cy Wakeman is a dynamic speaker with an uncanny ability to communicate a message to an audience.’ Cy understands human behavior and has the ability to get to the heart of the subject in such a way that everyone in the audience relates to her. I see audiences highly charged for action when Cy has completed her presentation.”

CAROL SCHNEIDER
County Extension Education Director, Iowa State University

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