

Cheryl Watts of Timely Trends to be Featured on Close-Up Talk Radio

EDMONTON, ALBERTA, CANADA, August 11, 2014 /EINPresswire.com/ -- Just because someone is the CEO of a company doesn't necessarily mean they are the leader their employees follow. The truth is most business owners and company executives aren't connected to their workforce. When these businesses are forced to adapt to changes in the market, they may be surprised to discover a workforce resistant to change.

Cheryl Watts is an international expert on [organizational change](#) and the founder of Timely Trends, a business consulting firm specializing in delivering comprehensive [leadership strategy development](#) solutions for improved organizational performance. Timely Trends teaches business owners the techniques to inspire their organization to welcome change.

"Organizational change can be very difficult," says Cheryl. "Many business owners don't understand how things are connected from a systems point of view, so you have to spend time learn the culture and unspoken rules among your workforce. It's important to connect with employees, learn what's going on and engage."

Let's say you have a small bakery in a small town but you want to sell to the international market. How do you get everyone in your organization to buy in? Cheryl's forthcoming book, *Timely Trends: Book for Creative Leadership*, provides readers with the steps required to make such lofty goals achievable.

"I always have to write for a person. So I chose

my mother," says Cheryl. "My mother has limited work experience and only an 11th grade education. In the corporate world, my mother would be someone they wouldn't even consider, but to me she's the greatest leader I know. I wanted to highlight the people who are real leaders and the qualities they offer."



Cheryl says great business leaders encourage their employees to lead their own lives and provide the support for

background prior was as a drug and alcohol counselor; she knows firsthand how difficult transition can be.

“By every standard I shouldn’t be where I am,” says Cheryl. “I encourage my audience to reach out and jump in anyway. If there’s an opportunity, jump in.”

Close-Up Talk Radio will feature Cheryl Watts in an interview with Jim Masters on August 13th at 3pm EST and with Doug Llewelyn on August 20th at 3pm EST.

Listen to the show <http://www.blogtalkradio.com/closeuptalkradio>. If you have a question for our guest, call (347) 996-3389.

For more information on Timely Trends, visit <http://www.timelytrends.com>

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