

# Cheryl Dyck of MSI Action Group to be Featured on CUTV News Radio

CALGARY, ALBERTA, CANADA, December 9, 2016 /EINPresswire.com/ -- Without leadership and management teams in an organization working well together, the mechanics of running a business don't matter. If you don't develop managers and leaders who can run the business when you're not there, your business is not going to be as profitable and successful.

Cheryl Dyck is a certified executive and business coach and the founder of MSI Action Group.

"My passion is helping people move themselves and their business forward," says Cheryl. "I focus on executive coaching because executive coaching helps the leadership and the teams and managers in an organization move past the obstacles that get in their way. I know if I can get them performing well, the business will take off."

Unlike many coaches, Cheryl has walked in the shoes of business owners. She'd done all of the things business owners do and recognized that she could relate to them and show them how to be successful. In 1990, she stepped out on her own to open her first consulting company.



"Most executive coaches and consultants can't help their clients with their teams," says Cheryl. "We can. That's where my expertise has been for many years: how to put the right people together to get the right results."

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*Cheryl Dyck*

Cheryl says she trains her clients to be leaders not from a structural perspective but from a mindset perspective. In this way, team members can step up when they need to. The value is in the idea and not who it came from. As a result, there's a lot less infighting and territoriality.

"I have a knack for finding people who work well together," says Cheryl. "I can teach them the full spectrum, from learning how to deal with themselves to interaction and communication with colleagues and subordinates. I've built teams that will do anything to support each other in the business and outside the business."

Where executive coaching is about the interaction within the organization, business coaching is more about structural requirements: how to build new sales and new business. What systems and

programs need to be in place. How do you maintain customer service? Executive coaching is how to win. Business coaching is how to play.

“It gives me great joy and makes me really excited to watch these businesses and teams gel to take their business to the next level,” says Cheryl. “For the business owners who really commit to this work, when I see them evolve and move forward there’s nothing more rewarding for me.”

CUTV News Radio will feature Cheryl Dyck in an interview with Doug Llewelyn on December 13th at 12pm EST.

Listen to the show on [BlogTalkRadio](#).

If you have a question for our guest, call (347) 996-3389.

For more information on MSI Action Group, visit <http://www.MSIActionGroup.com>

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