

Marvie Tschetter of Lankota and The New Model of Success to be Featured on CUTV News Radio

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[/EINPresswire.com/](http://EINPresswire.com/) -- Marvie Tschetter had been a business consultant in manufacturing and strategic planning when she married a farmer in South Dakota. Her husband had been quite adept at modifying existing farm equipment to save time and money.

“In the 15 years as a business consultant, I had worked for Fortune 100 companies in their sales and manufacturing areas, redesigning manufacturing facilities and systems and creating more productive cultures,” says Tschetter. “I brought that knowledge with me into building Lankota. It took a great deal of work. Building Lankota was the American Dream, pursuing it with a passion and blind to the ever-present possibilities of failure.”



What began in the back of Tschetter's garage is now Lankota, a manufacturing/distribution company for innovative agricultural equipment, a multi-million-dollar company selling internationally and still growing even in these down agricultural times.

Two years ago, Tschetter sat down with her sons to develop a five-year exit strategy from Lankota. With that exit on the horizon, Tschetter has already established her executive coaching business, The New Model of Success, where she works with executives to change the way they think and their people think and become the best they can be.

“I have a lot of life in me yet and I have a lot I can offer people,” says Tschetter. “I've been boots on the ground. I understand what it takes to make businesses work and I understand what people go through in their daily lives.”

With her background in family therapy, Tschetter has combined all her skills and experience to facilitate teams, redesign factories and create cultural paradigm shifts within businesses; resulting in enhanced systems and processes, higher employee morale and bottom line results.

Tschetter says the biggest challenge most clients have is they're afraid of thinking outside the box. It all still comes down to people: how you connect with people, how you empower them, how you influence them, so you help them succeed.

“To see the confidence and the personal growth and the way they are thinking differently about themselves and their possibilities is the most rewarding thing for me,” says Tschetter. “To know that I am making a difference in even one person’s life, helping that individual become the best they can be as a leader, as a person of influence, is the most fulfilling part of my day.”

CUTV News Radio will feature Marvie Tschetter in an interview with Jim Masters on April 11th at 12pm EST and with Doug Llewelyn on April 18th 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 Lankota, visit www.lankota.com.

For more information on The New Model of Success, visit www.thenewmodelofsuccess.com.

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THE NEW MODEL OF SUCCESS

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