



Tero® International, Inc.

Your Elite Training Team



Monthly eZine - April 2011

Tero April eZine

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1. [Click here to view Tero's April 2011 eZine.](#)
2. [Click here for links to pdf's of the April 2011 eZine and previous eZines.](#)

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Events and Workshops

Public Workshops

2011 Workshops

April 28

[Image and Influence](#)

[Register now](#)

May 26

[Outclass Your Competition](#)

[Register now](#)

June 7 - 8

[IMPACT: How To Speak Your Way To Success](#)

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June 23

[Image and Influence](#)

Welcome to the Tero International Monthly eZine

Innovating business products is risky. It's a risk if you do innovate and a risk if you do not. Millions of dollars can be lost on a miserable product launch.

History has proven this to be true. Remember the Edsel? Ford lost \$350 million on it. RCA lost \$575 million on their videodisc player. Synthetic leather? Du Pont lost \$100 million on Corfam, a leather product they thought would fly in the marketplace.

One way businesses reduce the risk of failure in innovating is to rejuvenate. Product rejuvenation reintroduces abandoned products and revives those that are on a decline. Tried and true brands carry value in their name. Utilizing this value as an innovative strategy reduces the risk of product failure. Black Jack Gum, Fresca, and Brylcreem are just a few brands that came back with startling success.

The benefit of product rejuvenation is clear. Can the same process work for people? What steps can we take to rejuvenate our image on a team, in a department or simply in the general work environment? What benefits for us and our organization may come from that?

This month's eZine sketches ideas to rejuvenate your personal brand. You may not be on a decline, but taking the time to consider the existing value you bring, and some strategies for positively "reintroducing" yourself can help ensure you innovate successfully, contribute maximally, and stay on the incline in your career.

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Ask Tero

This section contains questions asked of the training professionals at Tero. Do you have a question for Tero? Let us know! If there is a topic or question you would like to see addressed in a future eZine, please make suggestions so we can give you the resources you need. Thank you for the continued responses we receive each month.

Question: There are a lot of changes happening at our company, and a lot of emotions as a result. What are some tips for handling the emotions associated with change?

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July 20 - 21

[Beyond Compromise: A Better Way To Negotiate](#)

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August 9 - 10

[IMPACT: How To Speak Your Way To Success](#)

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September 13 - 14

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October 6

[Outclass Your Competition](#)

[Register now](#)

October 11 - 12

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October 27

[Image and Influence](#)

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November 15 - 16

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Product Rejuvenation rather than Innovation

Nestle



Have you bought Raisinets at the supermarket? In 1994 Nestle decided to revive Raisinets. They wanted to market this movie theater favorite to people nationwide. So they changed the packaging and introduced both

Tero says: We are glad you are thinking of the emotional component. Most people deny that emotions are necessary to deal with in business. Change brings about varying emotions. For the early adaptors to change, the emotions may be positive. For those that are reluctant, the emotions can be anything from anger to grief. The main thing to do is to have open communication. Allow opportunities for safe and understanding discussion of the differences in perspective the change may elicit. Dignify the fact that people will have emotions, they will differ, and they will be acknowledged as part of the process.

Question: We have some changes coming up in the next 6 months - how can I prepare our employees for this?

Tero says: Imprint! The more you communicate upfront with positive, consistent, clear messages and facts around the changes you know are coming, the better employees can grasp and begin to "see" what things will be like when the change occurs - and anticipate it. Paint the picture for them in small messages. Think of what their interests may be in the change, and design your messages to speak to those.

[Click here to ask Tero a question](#)

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Feature Article - Presentation Skills: Myth versus Reality

by Rowena Crosbie

Nothing can rejuvenate your image more than taking a look at how you present information. If done well, you can reestablish your credibility and build your personal brand as well as your organization's. This month we present Tero's timeless article on Presentation Skills: Myth versus Reality to help you redefine your presentation skills.

"Fire, electrical blackout, locust, earthquake..." Thus the apprehensive speaker prays. For him, speaking in front of a group is the experience to be feared most. More than fear of heights, fear of spiders and even fear of dying. The statistics indeed support Jerry Sienfeld's humorous claim that most people at a funeral would rather be the corpse than the person delivering the eulogy.

But, it's the ability to communicate effectively with individuals and groups that is cited as the number one factor contributing to the success of the highest paid people in America. So its definitely a fear worth cultivating.

Like overcoming any fear, the solution lies in education, understanding and good ole repetition.

As in any industry, modern research and technology have invalidated much of what we took for granted five, ten and twenty years ago. Unfortunately, old thinking and myths have plagued countless others from developing this critical skill.

Myth #1

Start out with a joke - it gets the audience warmed up.

Reality

Although its certainly true that the release of adrenaline and endorphins into the system heightens learning and interest, a joke is seldom, if ever, appropriate. Too many speakers confuse comedy with humor. Humor is the relating of funny, relevant, non-offensive stories, cartoons or anecdotes to support the message. When they fail in their purpose, you don't. Leave the comedy to the professional comedians.

Myth #2

Write your speech out so the most powerful words are used.

candies to the western states. Their loyal northeast customers loved the new packaging as well.

Brylcreem



The saying "A little dab'll do ya" was the popular marketing slogan for Brylcreem in the 1950s. In the 1980s this product became popular in the UK due to an increased interest in nostalgia and the wet hairstyle look. Different strategies were used to make this campaign successful, including using television spots from the 1950s campaign. In 1984 sales accumulated to 5 million units which was comparable to 5 percent of the 100 million tubes sold yearly in the 1950s.

Barbasol



Reality

Written communication and spoken communication are two distinctly different mediums. Taking one mode of communication (written) and translating it directly to another (spoken) without any modification is dangerous. The words, phrases and stories we all enjoy reading in our favorite novels are too windy when communicated word for word in a presentation.

Myth #3

I like to put my hands in my pockets. It makes me feel relaxed and makes the atmosphere casual.

Reality

Studies from UCLA and other universities repeatedly show the critical importance of the visual element in presentations. This includes eye contact, attire, stance, grooming and gestures. When a speaker's hands are buried in pockets (or behind their back) effectively one third of the ability to communicate is eliminated. Supportive gestures enhance the message and facilitate learning. And, if your hands are in your pockets because you're nervous - be careful - they'll find some keys or loose change to play with.

Myth #4

Scan your audience, everyone will think you're looking at them. That's important.

Reality

Our brains take in information through our eyes in the form of movement, light and color. Our brain has to process information very quickly when the eyes are scanning the room allowing little time for thinking about this important presentation. Talk to one person at a time, holding your focus for several seconds and slowing the input to your already very busy grey cells.

[Click here for the full article](#)

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Professional Development Activity

Thinking of your Closet like a Product - Tips to Innovate and Rejuvenate your Professional Look

by Becky Rupiper-Greene, Certified Image Consultant

Analyze the items in your closet to determine if they are consistent with your needs.

Consider these questions with each garment:

- Do I wear it?
- Does it fit me properly?
- Does it flatter my shape?
- Is it a good color for me?
- Is it currently in style?
- Is it in good condition?
- Does it fit my lifestyle?
- Does it fit my career goals?
- Do I feel good when I wear it?
- Do I have several of the same garment?

Remove the items which no longer serve a purpose in your wardrobe. If they are still stylish and in good shape, consider taking them to a consignment store. Or donate them. They will serve you better as a tax deduction than taking up space in your closet.

Do you find that you have a hard time parting with items in your closet because you think you might still be wearing them? Try this helpful and visual tip to determine

And what about those red and blue shaving cream cans? Barbasol led the shaving cream industry in the 1940s when it was distributed in tubes and jars. In 1953 production ceased and the company feared oblivion. However, in the 1960s this product made a comeback when Pfizer bought the company. Pfizer decided to change the packaging and sold Barbasol in aerosol form. This once abandoned product became the number one seller in its industry in 1985.



Source: Business Horizons

what you are actually wearing: hang garments "backwards" so the hanger's hook faces you. Whenever you wear something, turn the hanger around so the hook faces away from you. Twelve months from now, if you see hooks facing you, you know you need to part with it.

Use these organization principles for the items that remain in your closet:

- Use wooden hangers or plastic tube hangers rather than wire hangers.
- If you can't see it, you can't wear it. Organize your clothing and accessories so that everything is visible and accessible. Items stored in drawers, on top shelves or in a back corner will be forgotten.
- Avoid hanging 2-piece outfits together. You will lose sight of other possible combinations.
- Organize clothing by color rather than by style. Yes, this will be a challenge for a few weeks, but you will find that you will be able to coordinate a variety of outfits with ease as a result. You will also find that this method helps you to remember what you have in your closet when you are shopping.

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Resources

[Product rejuvenation: a less risky alternative to product innovation](#)

[Social Networks Will Change Product Innovation](#)

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What's New at Tero

Rowena Crosbie Speaks at the 2011 Girl Scouts of Greater Iowa Annual Meeting

The featured speaker at the 2011 Annual Meeting of the Girl Scouts of Greater Iowa, Rowena Crosbie, president and founder of Tero International delighted the audience of over 150 with a presentation on Leadership, the appreciation for volunteerism, and relating to girls today. The event was held at Iowa State University's Scheman Building in Ames, Iowa on April 9.

Becky Rupiper-Greene Presented at College of Saint Mary Alumnae Event

On Friday, March 18th, Becky Rupiper-Greene, Certified Image Consultant and Senior Training and Image Consultant for Tero International was the featured keynote for an alumnae networking event for the College of Saint Mary in Omaha. She presented, "Put Your Best Food Forward - What NOT to Wear in the Workplace." The keynote focused on strategies to help align your professional image with your career goals.

Deborah Rinner featured keynote speaker at the ASSE Conference

The American Society of Safety Engineers (ASSE) Hawkeye Chapter will hold its Professional Development Conference on May 12 with Tero's Deborah Rinner delivering a keynote presentation on The Messages Body Language Sends. [Click here](#) for program brochure.

Rowena Crosbie at SHRM Talent Management Conference

On April 13, Ro Crosbie addressed a group of Human Resources Professionals from around the world at the Society for Human Resources Managers (SHRM) Talent and Staffing Management Conference in San Diego, California on the subject of Selecting Top Performers. The presentation will be delivered again at the Iowa SHRM State Conference in September. Watch for conference details to follow.

Canadian Manager Magazine Published Feature Article by Rowena Crosbie

Canadian Manager Magazine featured author, Rowena Crosbie, president and founder of Tero International in their Spring 2011 issue. The article, "In the Eyes of

the Beholder: The Power of Perceptions," was featured in the Expert Advice section in both English and French. [Click here](#) for the article.

Tero on the Radio - First broadcast March 21, 2011

Professional Polish from Tero International provides listeners and readers with a daily business tip. The tips respond to questions asked by business professionals about interpersonal interactions in the workplace. According to research from Harvard University, The Stanford Research Institute and The Carnegie Foundation, 85% of professional success is related to your people skills. Helping business professionals develop these critical skills is Tero's mission. Professional Polish airs daily on KIOA 93.3 FM in Des Moines, Iowa. Listen at approximately 4:38 p.m. each weekday afternoon for Tero's Professional Polish Business Tip of the Day or visit the Tero website for recent broadcasts and program archive. [Click here](#) to find Professional Polish on the Tero website.

Internship Opportunities Available

Each year, Tero hires college students for summer internships. Time is running out to apply. All areas of interest and studies are welcome to apply as the tasks carried out by Tero interns vary. For more information about the internships or to apply, email rcrosbie@tero.com.

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Public Workshops

[Outclass Your Competition](#)

A 5-hour Business Etiquette and Dining Tutorial workshop.
May 26, 2011 (Des Moines), October 6, 2011 (Des Moines)

[Image and Influence: Polishing Your Professional Look](#)

A 1/2-day workshop on polishing the message your appearance sends and discovering the best way to present yourself.
April 28, 2011 (Des Moines),
June 23, 2011 (Des Moines), October 27, 2011 (Des Moines)

[IMPACT - How To Speak Your Way To Success](#)

A 2-day workshop on speaking confidently and persuasively.
June 7-8, 2011 (Des Moines),
August 9-10, 2011 (Des Moines), October 11-12, 2011 (Des Moines),
November 15-16, 2011 (Des Moines)

[Beyond Compromise: A Better Way To Negotiate](#)

A 2-day workshop on negotiating win/win solutions.
July 20-21, 2011 (Des Moines)

[Click here to register for a public workshop](#)

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Online Resources

Join Tero's Online Community

Leverage the power of social networking for instant communication, immediate updates and access to relevant information. Follow Tero on Twitter, Like Tero on Facebook, Read Tero's weekly Blog or Subscribe to Tero's You Tube Channel.



Graduates Only

Are you a graduate of a Tero workshop? The Graduate's Only section on the Tero website provides useful resources and activities to support and reinforce your learning.

[Click here](#) if you are a Tero graduate to gain access to this exclusive area of the

Tero website. Simply enter your full name and email address to gain access.

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Inspiration - Things to Think About

Certain questions are asked when trying to create success in product rejuvenation.

1. What are the reasons for the product's decline or abandonment?
2. Do the forces in the business environment support a rejuvenation strategy? How will the product be perceived today?
3. What does the product name communicate to the consumers? What attributes does the name communicate?
4. Does the product have a potential segment? Nostalgic value?
5. How can the product create value for customers?

We can use these same thoughts to evaluate and rejuvenate ourselves. By looking at ourselves to determine how to avoid declining in our value to our organization, how we are perceived in our organization, what our presence communicates to others, where and with whom we are most effective and how we can create more value for our organization, we too can rejuvenate our personal brand and enjoy continued success.

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