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Tero International, Inc.

Public Workshops

2007

September 12	<u>Outclass Your Competition: Business Etiquette and Dining Tutorial</u>
Register now	
September 13-14	<u>IMPACT: How To Speak Your Way To Success</u>
Register now	
September 18	<u>Image and Influence: Polishing Your Professional Look</u>
Register now	
October 4-5	<u>IMPACT: How To Speak Your Way to Success</u>
Register now	
October 9-10	<u>IMPACT: How To Speak Your Way To Success</u>

If the security and firewall settings on your computer are making it difficult to view this eZine, try one of the following:

1. [Click here](#) to view Tero's August 2007 eZine.
2. Visit www.tero.com. In the **About Tero** dropdown menu, click on Tero Newsletters. There you will find a link to a pdf of this eZine. You'll also find links to previous eZine editions. Since links do not work in pdf formats, [click here](#) to contact Tero if there is a link you would like to access from a previous edition.

Welcome to the Tero International Monthly eZine

Close your eyes, say the word "diplomat" to yourself, and note the first politician or statesman that comes to your mind. What do they look like? What are the attributes that put him or her in that category for you? Most likely what you pictured and felt first about them had more to do with their executive presence than their individual record of accomplishments.

The word we most associate to executive presence in politics is diplomacy. The focus on our eZine this month is not political diplomacy, but business diplomacy and your executive presence. Because the word diplomacy has official origins, we often make the assumption that it is a skill reserved for politicians and statesmen. In the sidebar you will be able to trace the fascinating route the word diplomacy has taken through time. Yet the meaning of diplomacy has evolved through the years from its official beginnings to reflect the general use of tact and politeness to build relationships and gain strategic advantage, **Tact** is defined as a careful consideration of the *feelings* and *values* of another so as to create harmonious *relationships* with a reduced potential for conflict or offense. Given this, exuding diplomacy is a useful and necessary attribute for all of us, statesmen or not, to display executive presence.

This month's Professional Development activity will provide you with two ways to practice business diplomacy in your day-to-day interactions. The article, *The Everyday Diplomat*, illustrates those who truly are diplomatic don't save the quality, but demonstrate it daily.

<u>Register now</u>	<u>Your Way To Success</u>
<u>November 1-2</u>	<u>IMPACT: How To Speak Your Way To Success</u>
<u>Register now</u>	
<u>December 6</u>	<u>Outclass Your Competition: Business Etiquette and Dining Tutorial</u>
<u>Register now</u>	
<u>December 13-14</u>	<u>Time Management Through Goal Setting</u>
<u>Register now</u>	

business diplomacy in your day-to-day interactions. The article, *The Everyday Diplomat*, illustrates those who truly are diplomatic don't save the quality, but demonstrate it daily. Timely to a discussion of presence, this issue holds the results of our Image inquiry on Dress Code (Was the politician pictured in your mind as being a diplomat suitably dressed? Most likely they were!). We will also look at some interesting research on the effect of civility, the demonstration of diplomacy, in the workplace. And if you think being diplomatic is tough in our U. S. workplace, check out the Q and A section, and you will find it's even more complicated when we are working across cultures.

Diplomacy in business is an art that makes those you interact with perceive and remember you as credible, discrete, polished, and capable of communicating in a way that fosters relationships and accomplishes goals. The word has ancient originations, but the concept is relevant to anyone desiring to possess executive presence.

Tero International Public Workshops

Outclass Your Competition

A 5-hour Business Etiquette and Dining Tutorial workshop.
September 12 (Des Moines), December 6 (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.
September 18 (Des Moines)

IMPACT - How To Speak Your Way To Success

A 2-day workshop on speaking confidently and persuasively.
*September 13-14 (Des Moines), October 4-5 (Omaha),
 October 9-10 (Des Moines), November 1-2 (Des Moines)*

Notes about IMPACT workshops:

*September 13-14 workshop is full. Click below to register for a spot on the waiting list.
 October 9—10 workshop has eight spots remaining.
 November 1-2 workshop has only two spots remaining.*

Time Management Through Goal Setting

A 2-day workshop on setting goals, balancing priorities, managing time and building stress strength.
December 13-14 (Des Moines)

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

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: Describe a first-time business meeting with a Saudi Arabian businessman in his office.

Tero says: You may be offered refreshments which you should always accept graciously.

Tero International

Like most words, the word diplomacy has a rich history. Below is a road map for how this term has evolved over time.

According to Wikipedia, the word diplomacy stems from the Greek word "diploma", which literally means 'folded in two'. In ancient Greece, a diploma was a certificate certifying completion of a course of study, typically folded in two.



In the days of the Roman Empire, the word diploma was used to describe official travel documents, such as passports and passes for imperial roads, that were stamped on double metal plates. Later, the meaning was extended to cover other official documents such as treaties with foreign tribes.



In the 1700s the French called their body of officials attached to foreign legations the corps "diplomatique".



Tero says: You may be offered refreshments which you should always accept graciously. There is the possibility that you will be seated cross-legged on the floor while conducting business. Before the hard negotiations even begin, you can deliver a fatal insult if you refuse a cup of coffee, reveal the sole of your shoe to your host, ask him about his wife or family, or hand him anything with your left hand.

Question: Please explain Japanese team negotiations.

Tero says: I will first describe how business teams operate in the U.S.A., where teams from different firms meet and initiate freewheeling interchange. During this free exchange of ideas, managers of the same company may even be in open disagreement with each other. In Japanese companies, a corporate team reaches a consensus on issues before it meets with another company. The Japanese negotiating team generally appoints a spokesperson, who then expresses this consensus.

Question: What are the female-male rules for handshaking in Europe?

Tero says: Handshaking is more frequent in Europe than in the U.S.A. One will observe grade school children (especially in France) greeting in this way. There are certain rules which govern the handshake between men and women. It is often simultaneous from both sides, but the general rule gives the prerogative for initiating it to the woman. If her hand is not extended, the man acknowledges her with a nod and these words, "How do you do?" In taking leave, if the woman's hand is not proffered, the man can pay his compliments with a nod and say, "Good-bye," "Adieu," or "Auf Wiedersehen," and bow out.

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

Feature Article - The Everyday Diplomat by Deborah Rinner

*"True originality consists not in a new manner, but in a new vision."
~Edith Wharton*

The hotel airport shuttle arrived at 3:45 a.m. Nine of us gathered to board, groggy and bleary eyed in the damp entryway of the hotel. We were a group formed with only one thing in common. We had all missed connecting flights out of Denver the day before, and due to weather and scarcity of aircrafts going to our particular destinations, we were delayed overnight. We now had one common goal. Get to our respective destinations on early morning flights.

[Click here](#) for the full article

Professional Development Activity - Practicing Diplomacy

Activity One

We can use diplomacy to make the small daily interactions we have with people more significant by using the "Henry Kissinger" technique. This technique makes even small conversations more important, and makes the person we are relating to feel more valued. Thus it helps build business relationships from small conversations.

In the next month, try to find at least five differing opportunities to use the "Henry Kissinger". When you see someone and only have a brief time to chat, begin with a handshake, have a



The word "diplomacy" was first introduced into the English language by Edmund Burke in 1796, based on the French word "diplomatie".



In an informal or social sense, diplomacy is the employment of tact to gain strategic advantage, one set of tools being the phrasing of statements in a non-confrontational, or polite manner.

In the next month, try to find at least five differing opportunities to use the "Henry Kissinger". When you see someone and only have a brief time to chat, begin with a handshake, have a brief conversation, and then practice saying, "Excuse me, I have to.... (move on, go, etc.), but it has been so great to talk with you." Close with another handshake. Make sure you are employing eye contact, shoulder to shoulder stance and a smile.

Activity Two

Using the art of the introduction, you will not only connect people to others in your organization, but will be exuding executive presence.

In the next month find three occasions to formally introduce people. Perhaps a new hire could benefit from being introduced to someone in another department, or a vendor to someone they may not normally interact with.

The rules of introducing are simple. First decide in the situation who the most important person is. Say that person's name first. Then use the words To You.

Example: Carl Rogers, I would like to introduce TO YOU, and then say the other person's name.

What is New at Tero?

Dress Code Survey Results

Thank you for your response to our recent request to share your dress code challenges. We appreciate your feedback and wanted to provide insights regarding a few of the commonly mentioned dilemmas. Following is a summary of what you told us and insights offered by Tero Image and Training Consultant, Becky Rupiper-Greene.

Summer months typically present added dress code stress. Along with the increase in temperatures, we have been hearing about the increase in skin exposure in offices. While skin-bearing fashions abound in the media and retail establishments, a basic truth remains in most office environments: the more skin you are showing the less respect you are shown. We encourage you to save revealing clothing and shoes for the weekend.

As expected, feedback from Human Resource professionals is that they are eager to relinquish their role as Fashion Police. Enforcing the dress code often falls onto their shoulders, creating many challenging situations they would prefer to avert. The other request from Human Resource professionals is that they would actually like employees to focus less on the dress code. When so much of our concentration is on the details of the dress code itself, it becomes easy to lose sight of the ultimate goal—visually communicating the credibility of you and your company. When you consider your career goals and your company's brand, the do's and don'ts of the dress code become trivial. Ask yourself how you want to be perceived by your customers and colleagues, and commit to making sure your appearance is reflecting those desired perceptions at all times. This is of particular importance in situations like an off-site meeting, an appointment at a client's office, or at networking and community events.

Research shows that when employees are encouraged and offered training to guide them in polishing their professional image, confidence and personal effectiveness invariably increases. Personal effectiveness leads to organizational effectiveness, a winning result for all. For information about Tero's Image and Influence workshop, [click here](#). To schedule a

Bring Diplomacy to Business: Civility

Why is attention to civility important? A 1999 civility study conducted by the University of Chapel Hill discovered the following as a result of uncivil behavior at work: 28% of the respondents reported they had lost work time avoiding the instigator, 53% lost work time worried, 37% felt less organizational commitment, 22% demonstrated decreased work efforts, 10% decreased the amount of time they spent at work, 46% contemplated changing jobs, 12% changed jobs, 9% lost work time by calling in sick, and 13% utilized health care employee assistance benefits.

According to the Baltimore Workplace Civility study conducted by Johns Hopkins University, "Encouraging civility in the workplace is becoming one of the fundamental goals in our diverse, hurried, stressed, and litigation prone society. And, it's continuing. A civil workplace is good for the workers since the worker's quality of life is improved in such an environment. But a civil workplace "is also good for the customer, since the quality of the service they receive from happier and more relaxed service providers is improved." In a similar study conducted by Eticon (Etiquette Consultants for Business) in Columbia, South Carolina, 58% of a sample of 1281 respondents reported that in response to being

all. For information about Tero's Image and Influence workshop, [click here](#). To schedule a one-on-one personal image coaching appointment, [click here](#).

MBTI Certification

Congratulations to Tero International Training Consultant, Julie Stillman, who became certified in the Myers-Briggs Type Indicator (MBTI). To view facilitator profile, [click here](#).

Tero International offers three workshops that apply the insights of the MBTI: Sales and Service—Building Trust-Based Customer Relationships, Team Dynamics—The Art of Bringing Out the Best in Others, and Time Management Through Goal Setting.

Sales and Service applies the MBTI toward understanding the client to enhance your relationships. Team Dynamics uses it in understanding your teammates and their strengths. Time Management helps you understand yourself and how you personally function best.

Best of Des Moines Award

Tero was selected as this year's first runner-up in the category of Sales Training and Executive Development for the Des Moines Business Record's Annual Best of Des Moines Readers' Poll. Thanks to all who weighed in with a vote for Tero.

What You Can Do Online - Provide Your Feedback

Are you a graduate of a Tero workshop? Your feedback is important to us. Click below to fill out an evaluation of how your Tero acquired knowledge has impacted your everyday work and life. This opportunity is available in each eZine or you can visit the Tero website at www.tero.com to give us your feedback.

[Click here](#) to provide us with your feedback

Inspiration - Things to Think About

Diplomacy: The business of handling a porcupine without disturbing the quills.
~Author Unknown

Diplomacy shows itself most vividly in situations that are prickly, yet handled well. Human nature can be to avoid, resist, and ignore what is uncomfortable, difficult or unappealing. Diplomacy is an art by which we allow ourselves to manage the uncomfortable, difficult and unappealing by exuding a professionalism that rises above any particular situation or interaction. Use diplomacy and you will demonstrate executive presence in action.

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58% of a sample of 1281 respondents reported that in response to being treated rudely by employees of a company, they would take their business elsewhere, even if it were out of the way or cost more.

Dr. P.M. Forni, who conducted the research in Baltimore states, “No workplace in the world is as diverse as the American one. Fostering a workplace culture of civility and inclusion is clearly in the interest of organizations today. This is the culture of the future, which will allow organizations to do well in the global civilization of the new millennium.”

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