



Tero® International, Inc.

Your Elite Training Team

Monthly eZine - August 2008

Events and Workshops

2008 Public Workshops

September 16 - 17

IMPACT: How To Speak Your Way To

Success

[Register now](#)

September 18

Outclass Your Competition

[Register now](#)

September 18

Image and Influence

[Register now](#)

October 14 - 15

IMPACT: How To Speak Your Way To

Success

[Register now](#)

October 16 - 17

Selecting Top Performers

[Register now](#)

November 18

Image and Influence

[Register now](#)

November 19 - 20

IMPACT: How To Speak Your Way To

Success

[Register now](#)

December 4

Outclass Your Competition

[Register now](#)

December 16 - 17

IMPACT: How To Speak Your Way To

Success

[Register now](#)

In this issue:

- [Welcome to the Tero International Monthly eZine](#)
- [Ask Tero - Questions and Answers from the Training Professionals at Tero](#)
- [Feature Article - A Perfect Fit](#)
- [Professional Development Activity - Shaping First Impressions](#)
- [Resources](#)
- [What's New at Tero?](#)
- [Public Workshops - Opportunities for Continued Learning and Development](#)
- [Online Resources - Providing Feedback](#)
- [Inspiration - Things to Think About](#)

If the security and firewall settings on your computer are making it difficult to view this eZine:

1. [Click here to view Tero's August 2008 eZine.](#)
2. [Click here for links to pdf's of the August 2008 eZine and previous eZines.](#)

Welcome to the Tero International Monthly eZine

The Olympics bring about a new air - one that testifies that anything can be possible. Let's relate this to reaching the highest level of achievement in the workplace - top performer. Or, for hiring managers, the complex task of recruiting, hiring and retaining top performers. Whether you're a job seeker or a hiring manager, the interview is one of the most important elements in connecting the right person to the right job. So important is this activity that Tero offers a skill-building, two-day workshop on this topic.

For job seekers, check out the sidebar for some common interviewing mistakes. For hiring managers and candidates alike, the professional development activity sheds light on one of the most overlooked elements in the process. The article provides information around three key elements that lead to a perfect job fit.

Whether you're interviewing or being interviewed, this eZine is to help bring out the best in you. Is the message you intend the message that's being received?

2009 Public Workshops

January 14 - 15

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

January 20

[Outclass Your Competition](#)
[Register now](#)

February 11 - 12

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

February 17

[Image and Influence](#)
[Register now](#)

February 18 - 19

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

February 20

[Outclass Your Competition](#)
[Register now](#)

March 10

[Image and Influence](#)
[Register now](#)

March 19 - 20

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

April 20

[Image and Influence](#)
[Register now](#)

April 21 - 22

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

April 23

[Outclass Your Competition](#)
[Register now](#)

May 6 - 7

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

[Back to top](#)

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: What's the right age for teaching children interpersonal skills? How do I do this?

Tero says: Research suggests that as children leave late childhood and enter adolescence, they begin to relate to the world and others in a new and different way. The development of their interpersonal skills takes a higher priority. Relationships with peers often supplant relationships with family members and other adults as they seek to individuate. While parents should always seek to help their children interact with others effectively, it is especially important between the ages of 12 and 17 that attention to interpersonal skills be a focus. Sadly, the skills to relate well to others are often left to chance or developed ad hoc.

To help children build strong interpersonal skills, first begin by looking in the mirror at your own interactive style. Are you a positive role model? Are you modeling the skills of effective communication, listening and conflict resolution? If not, the place to begin is with gaining stewardship over your own behaviors. There are few things more important for the development of children than positive role models.

Beyond your own example, seek workshops, clubs and activities that promote positive interpersonal skills and get children involved in those. When negative examples reveal themselves, dialogue with young people. Ask open ended questions and challenge young people to find solutions to interpersonal relationships on their own. This will help them build the critical qualities of judgment and character.

Question: When should a company start considering outsourcing training needs?

Tero says: Let's begin by first looking at when an organization should NOT outsource training needs. When the learning objectives involve proprietary processes or represent competitive advantage that must be protected, they should be facilitated in-house, or outsourced only to organizations that have signed non-disclosure agreements.

There are a variety of reasons organizations outsource their training needs. Following are a few of the most common ones:

- Expert talent is not found in-house and the need for a full-time staff person to fulfill the requirement is less cost-effective than outsourcing.
- The learning objectives require a level of specialization that is not conveniently found in-house and is not easily developed in-house.
- When learners in the organization would find an external resource more credible. This is especially common for topics that touch on very personal areas and are perceived to be linked to internal politics such as professional image. Topics such as this are more easily facilitated by a third party with no perceived alternative agenda.

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

[Back to top](#)

May 12

[World Class: Managing Diverse Business Communication](#)

[Register now](#)

May 13 - 14

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

[Register now](#)

June 18 - 19

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

[Register now](#)

July 22 - 23

[Time Management Through Goal Setting](#)

[Register now](#)

September 23 - 24

[Selecting Top Performers](#)

[Register now](#)

Common Interview Mistakes



Arriving Late

Not only does arriving late make a bad first impression, it also limits the amount of time you receive in an interview to make a case for why you're a fit for the job.

Feature Article - A Perfect Fit

adapted from Tero's Selecting Top Performers Training Manual

The hiring system can only be effective when the first step, a thorough understanding of the position being filled, is made. This will result from careful study of the unique characteristics of both the organization and the position being filled.

Using a competency-based approach to culture analysis and job analysis and an in-depth behavioral-based interviewing process to measure fit helps hiring managers select top performers for their organization.

Fit must be assessed on three levels.

[Click here for the full article](#)

[Back to top](#)

Professional Development Activity - Shaping First Impressions

The adage is as true today as at any time in the past. *You don't get a second chance to make a first impression.* Consider the results of this study on candidate interviews reported in *The Definitive Book of Body Language* by Allan and Barbara Pease. Professor Frank Bernieri of the University of Toledo analyzed the performances of job applicants of various ages and backgrounds during 20 minute interviews in which the interviewers were asked to rate each candidate on attributes such as ambition, intelligence and competence. Then a group of observers was asked to watch video footage of just the first fifteen seconds of each interview. The results showed that the observers' first impressions in 15 seconds almost paralleled the impressions of the interviewers.

Careers often never get off the ground, in spite of exemplary experience, education, passion and talent due to a poor first impression.

Your approach, handshake and body language are key factors in creating an impression - for better or for worse. To assess the impression you are making, begin watching people and evaluate the impressions you form of others. Watch for things such as eye contact, body movement, attire, facial expression and handshakes. Consider the role they play in forming an impression on you. Make a commitment to improve your interaction style in one small way. If you avert eye contact when meeting someone for the first time, challenge yourself to make direct eye contact. If your handshake is weak, commit to practicing handshaking until you master this critical skill. If you fidget in meetings, consciously change this distracting behavior - it will make you appear more confident and competent.

[Back to top](#)

Resources

To discover the secrets to improve the impression you leave and discover easy to apply strategies guaranteed to make a difference in your interactions with others, consider registering for the following Tero workshops;

[IMPACT: How To Speak Your Way To Success](#)
[Image and Influence: Polishing Your Professional Look](#)

Being Unprepared

Many unexpected things can happen at interviews. For example, interviewing with a group or team instead of one-on-one. The unexpected can unravel you, and finding the answers you assumed to be easy might be more difficult than you imagined. Advance preparation will help you navigate the interview successfully and equip you with the confidence to deal with the unexpected when it happens.



Not Treating Everyone Equally

From the moment you arrive to the parking lot, you're being watched. Treat everyone who nears you with the same amount of respect as the one who performs the interview. If you get the job, you'll likely see these same people again.

Assuming You're a Shoo-in

Approaching an interview in such a casual manner can send the wrong messages to the interviewer and cost you the job. Stepping up your formality and looking for answers

[Back to top](#)

What's New at Tero

Article Published in International Journal: Industrial and Commercial Training, UK, recently published Rowena Crosbie's article titled "*Who Defines Ethics in Your Organization?*" [Click here](#) to be directed to the web location to purchase the article.

The Des Moines Register talks to Iowa Business Leaders about World Class Schools. Read what Rowena Crosbie and three other business leaders say on the subject. [Click here](#) for the full transcript of the interview. Article appeared in Sunday, August 3, 2008 edition of The Des Moines Register. Watch for the interview to air on Iowa Public Television.

Tero Hosts Certified Commercial Investment Member (CCIM) Reception

Tero International hosted a reception for CCIM members this month following a workshop on negotiation skills led by Deborah Rinner where continuing education credit was earned by participants.

Intern Farewells

With the start of fall and college courses, it is a bittersweet time for Tero, as well as other area businesses employing summer interns. We bid farewell and good luck to April Reed and Julie Van Cleave. Some of their contributions included creating a formal process for Tero's Lending Library, available to all Tero graduates, and some new and attractive informational flyers among many other great projects that further enhance the client and workshop participant experiences at Tero.

Best of Des Moines and Business Record Retrospective Special Edition Ads

If you're a fan of the Business Record, you'll notice some colorful ads this season featuring Tero. The first is Tero's ad for its Runner-up position in this year's "Best Of" contest. Thank you to the readers who voted for Tero! In September, look our advertorial in the Business Record's beautiful Retrospective Feature.

[Back to top](#)

Public Workshops

[Outclass Your Competition](#)

A 5-hour Business Etiquette and Dining Tutorial workshop.
September 18, 2008 (Des Moines), December 4, 2008 (Des Moines)
January 20, 2009 (Omaha), February 20, 2009 (Des Moines)
April 23, 2009 (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, 2008 (Omaha), November 18, 2008 (Des Moines)
February, 17, 2009 (Des Moines), March 10, 2009 (Omaha)
April 20 (Des Moines)

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

A 2-day workshop on speaking confidently and persuasively.
September 16-17, 2008 (Des Moines), October 14-15, 2008 (Des Moines)
November 19-20, 2008 (Des Moines), December 16-17, 2008 (Des Moines)
January 14-15, 2009 (Des Moines), February 11-12 (Omaha)
February 18-19 (Des Moines), March 19-20, 2009 (Des Moines)

to help the interviewer distinguish you from the competition are better approaches.



April 21-22 (Des Moines), May 13-14, 2009 (Des Moines)
June 18-19, 2009 (Des Moines)

[Time Management Through Goal Setting](#)

A 2-day workshop on setting goals, balancing priorities, managing time and building stress strength.
July 22-23, 2009 (Des Moines)

[Selecting Top Performers: Recruiting and Interviewing](#)

A 2-day workshop on hiring top performers.
October 16-17, 2008 (Des Moines), September 23-24, 2009 (Des Moines)

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

A 2-day workshop on collaborating to achieve win/win solutions.
May 6-7, 2009 (Des Moines)

[World Class: Managing Diverse Business Communications](#)

A 1-day workshop for internationals working in the U.S.
May 12, 2009 (Des Moines)

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

[Back to top](#)

Online Resources

Are you a graduate of a Tero workshop? Your feedback is important to us.

[Click here](#) 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.

[Back to top](#)

Inspiration - Things to Think About

"First impressions are often the truest, as we find (not infrequently) to our cost, when we have been wheedled out of them by plausible professions or studied actions. A man's look is the work of years; it is stamped on his countenance by the events of his whole life, nay, more, by the hand of nature, and it is not to be got rid of easily."
- William Hazlitt

The Laws of Primary and Recency suggest that the people form their impressions around a person or an issue based in large part on what they experience first and last. In other words, the first impression made and the last impression left are remembered and are important.

In sizing people up, we all take shortcuts. The impressions we form turn into long-term perceptions and can make or break careers.

How can a new employee ensure the first impression is a good one? Dress professionally, use good manners, avoid gossip, learn colleagues names quickly, volunteer for projects and show gratitude.

What about the last impression? Remember when you are leaving a job that the last two weeks will shape how you are remembered. Work full days, be professional, be



helpful and show appreciation.

For organizations, the same laws apply. Remember that the task of recruiting and selecting top performers transitions to one of retaining top performers when the new hire begins work. The experience the new employee has during his or her first days is critical in forming the impressions they hold about your organization and their career with you.

Whether you are a new employee seeking to make a good impression, an employee preparing to leave your job, or an employer seeking to attract top talent to your organization, remember the laws of primacy and recency and make sure the experience others have with you is a good one.

[Back to top](#)

.....

The Tero International Monthly eZine is written for the graduates and friends of Tero training programs. It is published by Tero International, Inc., 1840 NW 118th Street, Suite 107, Des Moines, Iowa 50325. Copyright 2008, Tero International, Inc. All rights reserved.

To contribute your ideas for future eZines, [Click here](#).

If you received this newsletter from a friend and want a complimentary subscription of your own, [Click here](#). Type Subscribe to eZine in the body of the email and send your message.

To remove your name from our mailing list, hit the Reply button, type Unsubscribe in the body of the email and send your message. Your name will be removed from the list immediately.

Tero International, Inc.

1840 NW 118th Street, Suite 107, Des Moines, Iowa 50325
phone 515-221-2318 fax 515-221-2369

P. O. Box 241143, Omaha, Nebraska 68124-1143
Phone 402-334-6819

website www.tero.com
email training@tero.com