



Tero® International, Inc.

Your Elite Training Team



Monthly eZine - August 2011

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Tero August eZine

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

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Events and Workshops

Public Workshops

2011 Workshops

September 13 - 14

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

[Register now](#)

October 6

[Outclass Your Competition](#)

[Register now](#)

October 11 - 12

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

[Register now](#)

October 27

[Image and Influence](#)

Welcome to the Tero International Monthly eZine

The National Center for Health Statistics recently issued a detailed volume of data on Americans' health. Among the findings: Men were far more likely than women to have trouble with their hearing (20 percent vs. 14 percent). Gender aside, hearing problems afflicted 8 percent of 18-44 year-olds, 19 percent of 45-64 year-olds, 32 percent of 65-74 year-olds and 50 percent of those 75 plus.

So women are better listeners? Not really. Hearing is not listening.

Do you remember the slogan "Can you hear me now?" What began as an ad for cell phones turned into a phrase many uttered. This ad illustrates the frustration one feels when there is background noise or a bad connection and he/she cannot hear the words being communicated.

This phrase is not reserved and restricted to just tech situations. How many times have you wondered if you were really heard when talking to another person, in person? Research says at any one point in our life we have 250 people who are in our inner circle. Yet we most likely cannot come up with more than a few who we feel really "heard" us and who really listened.

Truly receiving a message is not a passive activity and is not just hearing. The ability to be a great listener does not increase simply by having a hearing aid, but by knowing listening strategies. Most of us do not know these strategies.

We have devoted this month's Tero eZine to the strategies that can make you an effective listener. Do you want to be known as the friend, colleague, leader or parent who knows how to receive a message and makes people feel heard? Demonstrating the skills necessary to be an effective listener serves as a competitive and memorable differentiator for you - no matter what gender, age, industry or role is you are in.

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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

[Register now](#)

November 15 - 16

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

[Register now](#)

2012 Public Workshop
Calendar Coming Soon.

11 Tips for Great Listening



1. Paraphrase:

Find a pause in the conversation and restate what you heard. Then ask the other party if your interpretation is correct. This demonstrates that you are truly listening.

2. Clarify:

Ask questions to clarify statements that you do not understand. This will enhance the communication process between you and the other party.

3. Effective Feedback:

Provide effective feedback. Feedback allows the other party to understand your point of view. Make sure that the feedback you

the resources you need. Thank you for the continued responses we receive each month.

Answers to many of your questions can also be found in a daily radio broadcast. Professional Polish from Tero International airs daily on KIOA 93.3 FM in Des Moines, Iowa. Listen at approximately 4:38 p.m. each weekday afternoon or [click here](#) for recent tips and a program archive.

Question: Sally asked about improving her listening skills. "I tend to be thinking of what I want to say when someone is talking" she says.

Tero says: Sally, you are not alone! Listening is the forgotten communication skill and many of us could use some tips. Since we think faster than we speak, we often formulate our response before hearing another person out and we may miss some important points they made. Being aware you are doing this is a great first step. Listening is an active sport - not a passive activity. Great listeners listen, not only with their ears but also with their eyes, body, mind and full attention. [Click here](#) to listen to an MP3 broadcast of this question and answer.

Question: How can I convey interest in phone communication since they can't see eye contact or body language?

Tero says: Andrew, thanks for asking this. Few people realize the magnitude of phone communication in business success. Research tells us 87% of the way you are perceived on the phone is due to vocal quality. Only 13% is on what you say. Tone, pitch, inflection and pace are critical to good vocal quality. These determine whether or not someone feels we are interested in the conversation. It pays to speak slowly and clearly with inflection to communicate interest. [Click here](#) to listen to an MP3 broadcast of this question and answer.

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

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Feature Article - Listening - The Overlooked Communication Skill

from Tero's Winning Communication Strategies Training Manual

Most of us not only fail to receive adequate training in effective listening, we receive a steady diet of anti-listening skills training. Infants who lay quietly and listen are considered "good babies." However, they quickly learn that to express their needs and wants, they have to speak up - something they learn how to do quickly and at top volume!

As we grow, we are often given conflicting messages about how to listen effectively. Although most parents would want their children to become effective listeners, few of them were ever taught how to listen themselves and are therefore, unsure of how to teach their children. As a result, they tend to repeat the patterns passed down to them by their parents. Moreover, American cultural forces favor the outgoing, talkative child as "confident" and "independent." In school, "classroom participation" grades are often included alongside completion of the required assignments. If a child steps over the line and is perceived as too talkative they are likely told to "be quiet" rather than to "Listen." As a result, silence is seen as passive rather than active. Listening is seen as a less involved and active activity than talking.

As children leave the predictability of the school setting and arrive in the competitive world of work, they quickly learn that the rest of their lives will be spent competing. No longer can they simply show up and do their work. In order to land their job, they must compete against other applicants. In order to advance in their job, they must compete against other employees. As a result, they must speak up and sell themselves and their ideas to the powers that be. If they do not, they run the risk of being overlooked in favor of someone more talkative.

Is there only bad news?

provide is supportive and not aggressive.

[Click here for the full article](#)

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4. Body Language:

Be conscious of your body language. Focus on keeping an open posture and provide appropriate body gestures. Occasionally nod your head. This is a basic gesture that encourages open communication.

5. Concentrate:

Focus on the other party. Make sure to try and avoid distractions. This will communicate that you are listening. Good eye contact illustrates that you are interested in what the other person is saying.



6. Nodding:

Some individuals believe body language can be distracting. If you use this skill appropriately, you will find that it encourages insight and conversations will be more natural.

7. Quick Response:

Do not interrupt the other party but make sure you do not hesitate too long. When you respond in a timely manner it illustrates interest and good listening.

Professional Development Activity Learning to Listen

If we were only taught to be good listeners! Reading, writing and other forms of communication get far more instruction time. Yet being able to listen, and listen well is a differentiator. Everyone wants to feel heard. And by listening effectively, we gain more from every interaction. To teach yourself, use these listening steps in your next conversation. They will make all the difference!

- Listen
- Paraphrase (both content and emotions)
- Check with the speaker to ensure you understood the message correctly (Say something like, "did I get that right?")
- Point out areas of common ground or agreement
- Ask a question to seek additional information or make a point of your own
- Listen

By taking the time to rephrase what the other person has communicated and check your understanding, you are displaying good listening skills and communicating that you value the person.

By pointing out areas of agreement or common ground, you are making a connection that is rarely made in communication.

Asking a follow-up question is a kindness that allows the other person to elaborate on their message. Alternatively, waiting to make your point until after you've demonstrated that you have listened well will increase the likelihood that the other person will take a keen interest and listen to your message.

Listening is a rare skill and one with many benefits.

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Resources

Article: *Polish Your Listening Skills for Interview Success*
[Click here](#) to read this HelpingPsychology.com article.

Article: *Asking Instead of Telling*
[Click here](#) to reach this article about Asking Questions adapted from Tero's Beyond Compromise: A Better Way To Negotiate participant manual.

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What's New at Tero

Tero Welcomes April Chumbley

Tero welcomes April Chumbley to the Tero Team at Executive Assistant. April graduated from Graceland University with a major in Business Administration and a minor in Human Resources along with an emphasis in Management in 2009. She was a 2008 intern at Tero. [Click here](#) to meet April.

A Warm Farewell to Tero's Summer Interns

Where did summer go? It is already time to say farewell to our summer interns. With the start of fall and college courses, it is a bittersweet time for Tero, as well as other area businesses employing summer interns. Justin D'Souza and Elizabeth Wilson have contributed a great deal this summer to the business of Tero. We want to

8. Empathize:

Be empathetic. Body language and facial expressions are very effective when showing empathy.

**9. Be patient:**

Listen patiently and slow down when responding.

10. Avoid Cutting Off:

Do you like to be cut off when talking? The answer is most likely no! Even though you may not agree with what he/she is saying, be respectful and sensitive to their perspective.

11. Non-Verbal:

The last skill is crucial to effective listening. Be aware of your non-verbal communication and make sure that it is communicating the message that you want to be received by the other party.



congratulate these two talented young people on their accomplishments and wish them the best of luck with their future endeavors.

Sales Training at Tero

The rapidly changing nature of business demands a new set of skills for sales professionals. The traditional sales training programs of the past are no longer enough to equip salespeople with critical skills and knowledge for success. To learn about Tero's unique approach to sales training, [click here](#). As with all Tero training, sales training can be customized to meet your unique needs and goals.

The Skills to Influence Outcomes

Building skills to influence outcomes is not only a trend in training, it is an imperative for most employees in business today. [Click here](#) to learn about Tero's newest program *Influence: How To Achieve Winning Outcomes*.

2012 Public Workshop Calendar

For individuals who seek to acquire Tero skills and an in-house workshop is not a good option, there is good news for you in 2012. In addition to the popular programs, Tero's public workshop calendar will include additional options for development next year. The 2012 calendar is currently being finalized. Watch the September eZine for a complete listing to help you meet your professional development goals in 2012.

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Public Workshops**[Outclass Your Competition](#)**

A 5-hour Business Etiquette and Dining Tutorial workshop.
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.
October 27, 2011 (Des Moines)

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

A 2-day workshop on speaking confidently and persuasively.
September 13-14, 2011 (Des Moines), October 11-12, 2011 (Des Moines),
November 15-16, 2011 (Des Moines)

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

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Online Resources**Professional Polish Radio Broadcast**

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. 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 [click here](#) for recent broadcasts and program archive.

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.



Source: 11 Unusual Tips for Great Listening Skills - ezinearticles.com

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

"Deep listening is miraculous for both listener and speaker. When someone receives us with open-hearted, non-judging, intensely interested listening, our spirits expand."

- Sue Patton Thoele

"Listening is a magnetic and strange thing, a creative force. The friends who listen to us are the ones we move toward. When we are listened to, it creates us, makes us unfold and expand."

- Shel Silverstein

"When people talk, listen completely. Most people never listen."

- Ernest Hemingway

"Effective questioning brings insight, which fuels curiosity, which cultivates wisdom."

- Chip Bell

As we seek to differentiate ourselves in the face of rapid-fire changes and unprecedented competition, it is the often forgotten communication skill of listening that can be our greatest resource. The benefits of effective listening are many, yet most of us fail to listen well. For those who challenge themselves to master this uncommon skill, they will enjoy success in measurable and unmeasurable ways.

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