



# Tero® International, Inc.

## Your Elite Training Team

Monthly eZine - December 2008

### Events and Workshops

#### 2009 Public Workshops

January 14 - 15

IMPACT: How To Speak Your Way To Success

[Register now](#)

January 20

Outclass Your Competition

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February 11 - 12

IMPACT: How To Speak Your Way To Success

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February 17

Image and Influence

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February 18 - 19

IMPACT: How To Speak Your Way To Success

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February 20

Outclass Your Competition

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March 10

Image and Influence

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March 19 - 20

IMPACT: How To Speak Your Way To Success

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April 20

Image and Influence

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

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

### Welcome to the Tero International Monthly eZine

*Des Moines, Iowa, December 4, 2008 - Brian Duffy, an award winning editorial cartoonist, is among dozens of Des Moines Register employees laid off Wednesday. Gannett, which owns the Register and 84 other papers, announced in August it would cut its workforce by 10 percent by the end of the year.*

*Each job at the Register is important, but to Iowans, Duffy was really an institution. A former editor and columnist at the Des Moines Register called it the end of an era. Duffy's front page editorial cartoon was a hallmark of the paper for decades.*

*Publisher Laura Hollingsworth says the cuts are a result of the, "Worsening economic situations." Hollingsworth says the Register is cutting 41 jobs, while another 15 will not be filled. Four employees volunteered for a severance package, and an additional 14 workers at the Register's weeklies division in Altoona and Indianola will be cut. That brings the total to 74 positions.*

April 21 - 22

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

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April 23

[Outclass Your Competition](#)

[Register now](#)

May 6 - 7

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

[Register now](#)

May 12

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

[Register now](#)

May 13 - 14

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

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June 18 - 19

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

[Register now](#)

July 22 - 23

[Time Management Through Goal Setting](#)

[Register now](#)

August 18

[Image and Influence](#)

[Register now](#)

August 19 - 20

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

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September 16 - 17

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

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September 23 - 24

[Selecting Top Performers](#)

[Register now](#)

October 20 - 21

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

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*The Des Moines Register is not alone in reorganization efforts this month. You cannot pick up a newspaper or watch the news without being reminded we are experiencing tough times. No one seems to be spared when the times turn. Even a beloved for decades cartoonist is not immune to inevitable cuts organizations need to make to sustain.*

Watching a noteworthy editorial cartoonist leave the institution that made him an institution, is hard. So is the sight of a business partner and friend cleaning up their workspace and being escorted out of the office. These observations register in the eye first, but they land in the heart.

And what if we are the one let go, arriving home to share the news and the worry with family and friends? How do we sustain?

This months eZine is dedicated to the many who have had to regroup, rethink and reframe themselves in these difficult times. It is also dedicated to helping all of us examine the messages we choose to process with regard to dire conditions outside of us.

The article this month tells an inspirational story of an eighty year old marathon runner who did not let popular thought dictate her future. The sidebar illustrates how every event affects change and more often than not positively! Our Development activity provides tips to maintain a professional image through hard times and tips to recession proof your wardrobe. In the Q and A we tackle the difficult questions around dealing with downsizing personally and professionally. Finally, visit the Inspiration section to take in time tested thoughts on the best tool you have to sustain in difficult times.

Dorothy in the Wizard of Oz did not know she held the power, after facing adversity, to return home. If only she knew, she could have dismissed the frightful aspects of Oz, used that power and do what she needed to do for herself. We hope this edition acts as Dorothy's shoes. May it help us choose what we listen to in these challenging times and use the power we have to do what we need to do to sustain.

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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:** A colleague I am close to was recently let go. I want to let her know I am thinking of her, but I do not know how to communicate it. I still have my job.

**Tero says:** How do we reach out to someone to wish them well when we have a job and they do not? First, wait a day or two to call your colleague. Initially emotions may run high, and someone downsized needs to have the gift of time to return to a more rational and less emotional perspective. When you do reach out, be prepared to listen as much as you prepare to talk. Keeping the focus positive by stating that you will miss them, and you are wishing them all the best is appropriate. Stay away from involving them or getting involved in talking negatively about the company. In a few months your friend will be resettled and you will still be in your role. If you are careful and considerate, you can preserve the dignity of both.

**Question:** I am scared. There are lay offs happening in my organization and I do not

October 22

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November 12 - 13

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December 9 - 10

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## Building for the Future



### Hoover Dam sustains the American Southwest yesterday and today

Rising more than 700 feet above the raging waters of the Colorado River, it was called the greatest engineering works in history.

Hoover Dam, built during the Great Depression, drew 20,000 men desperate for work to a remote and rugged canyon near Las Vegas. The workers charged with constructing the dam struggled against brutal heat, choking dust and perilous heights to build what is considered to be the world's largest dam.

The dam was proposed in 1922 to control flooding and provide water for

know what I can do to prepare in case it happens to me. Should I be taking steps as a precaution?

**Tero says:** It is almost as important to think about what not to do. Don't get involved in speculation. Standing around and discussing the inevitable does nothing for you or your organization. Do not listen to what others think might happen. Most of all focus on the present. Continue to do your job to the best of your ability every day despite what is happening around you. Although you may think it best to start looking, stay focused on the present. If you do want to "prepare" do it by taking a personal inventory. Begin to mentally evaluate. What are the strengths you have demonstrated in your current position? What competencies have you developed? Create a mental chart of people you have networked with. If you do need a position, your network can be your net worth in helping you find opportunities. The personal inventory will be helpful to you whether you are downsized or not. By staying driven to remain a fully focused competent employee in a time of stress, you are practicing the sought after skill of personal leadership.

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

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### Feature Article - The Unintentional Journey

by Jennifer Chittenden, Client Relations Coordinator, Tero International, Inc.

Imagine yourself when you're in your 80s. Maybe you're already there or past. Winning the 80-90 age category in the New York Marathon might not come to mind as a goal for you. But, for one woman, it's a tradition.

It was this year that the Wall Street Journal published an article on 81-year old Joy Johnson. She would be defending her title in the New York Marathon 80-90 Female category against a past and fast New York City Marathon participant, Bertha McGruder, who'd aged into Johnson's category this year.

[Click here for the full article](#)

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### Professional Development Activity - Recession-Proofing Your Work Wardrobe

Recession-Proofing Your Work Wardrobe

Becky Rupiper-Greene, Training & Image Consultant, Tero International, Inc.

A tighter job market often challenges people to commit to having a professional image at the office, knowing that a polished appearance can equate to a competitive edge. A tighter budget, however, may mean that funds simply aren't available for a new work wardrobe.

Instead of making expensive clothing purchases, you can recession-proof your wardrobe with a few simple strategies.

- First, prepare for a shopping trip to your closet rather than the mall. Scan catalogs, magazines and the internet for pictures of outfits and styles which appeal to you. Often we already have the clothing necessary, but simply need ideas of how to pull together a new combination we hadn't considered. Compile those pictures in a folder and bring it with you to your closet, prepared to experiment with your new ideas and fresh perspective.

farms in Southern California and the Southwest. Construction was complete, five years ahead of schedule in 1935. It was officially named Hoover Dam in 1947.

Fast forward fifty-one years and what was once a work site for desperate workers during the depression, today it irrigates farmlands and services burgeoning towns and cities. Coupled with the generation of hydroelectric power, Hoover Dam is one of the United State's largest hydroelectric power plants and generates more than 4 billion kilowatt hours each year, capable of serving 1.3 million people.



### Interesting Facts about Hoover Dam

- Hoover Dam is 726 feet high, 45 feet thick at the top and 660 feet at the bottom, and is larger than the Great Pyramid of Cheops.
- If the heat produced by the curing concrete could have been concentrated in a baking oven, it could have baked 500,000 loaves of bread per day for three years.
- Sadly, 96 workers died during construction. However, contrary to a popular myth, no workers are buried in the dam's concrete.
- The lowest wage for a Hoover Dam worker was 50 cents an hour. The

- Although we don't like to admit it, most of us wear 20% of our clothes 80% of the time. An effective and affordable way to establish a professional wardrobe is to assemble your "Dynamic Dozen." These are twelve basic pieces that are interchangeable, creating multiple looks without breaking the budget. The Dynamic Dozen includes four bottoms (slacks or skirts), four blouses or shirts, and four layering pieces such as jackets or cardigans. Update your core clothing each season by adding a few inexpensive accessories for a current and stylish look.

- As the end of the year is approaching, it is also a perfect time to clean out your closet in order to take advantage of tax deductions. Analyze each item in your closet to determine if it is consistent with your current needs, and remove garments which no longer match your wardrobe goals. They will serve you better as a tax deduction than taking up space in your closet.

- A tight budget doesn't have to mean compromising your professional appearance and visual presence. Position yourself for success by recession-proofing your work wardrobe.

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### Resources

Many people find that the best investment they can make when clothing funds are tight is to schedule a wardrobe coaching session. Tero can work with you to develop your Dynamic Dozen, and review your wardrobe to determine what to tailor, donate, and put on your shopping list. You will gain a much better understanding of the principles of fit and fabric, and your closet will transition from being full and frustrating to being functional and fabulous.

To learn more about Tero's Image and Influence workshop and private image coaching, [click here](#). To register for your one-on-one image coaching session or to ask a question [click here](#).

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### What's New at Tero

#### Tero International Featured in Des Moines Business Record

*Companies Start to See Value in Cultural Training* is the title of a recent article contained in a December edition of the Des Moines Business Record that features Tero's Deborah Rinner, Director of International Protocol and Corporate Etiquette Programs and highlighting Tero's commitment to research and curriculum development on this critical business topic. [Click here](#) to read the on-line version.

#### World Cafe hosted at Tero for SHRM Members

The question was posed, "What changes do you foresee impacting the people in your organization in the next ten years (the current recession was excluded from discussion since it is a present time, and not future-forecasted, crisis), and how should organizations prepare to meet the challenge?" Participants enjoyed a three-course meal as they rotated among tables for each new course and discussed the following three topics:

- Emerging technologies that shape the way employees (especially those new to the workforce) communicate.
- Cultural diversity in a global community and implications ranging from dietary

highest, \$1.25.

- High scalars, the workers who hung from ropes on the canyon walls as they drilled with jackhammers and packed dynamite, included circus acrobats.

- A major source of power for the defense industry, Hoover Dam was considered a primary military target.



preferences to human interactions to complex cross-cultural negotiations.

- Health and wellness issues affecting the workforce.

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## Public Workshops

### [Outclass Your Competition](#)

*A 5-hour Business Etiquette and Dining Tutorial workshop.*  
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.*  
February, 17, 2009 (Des Moines)  
March 10, 2009 (Omaha), April 20, 2009 (Des Moines)  
August 18, 2009 (Des Moines), October 22, 2009 (Des Moines)

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

*A 2-day workshop on speaking confidently and persuasively.*  
January 14-15, 2009 (Des Moines), February 11-12, 2009 (Omaha)  
February 18-19, 2009 (Des Moines), March 19-20, 2009 (Des Moines)  
April 21-22, 2009 (Des Moines), May 13-14, 2009 (Des Moines)  
June 18-19, 2009 (Des Moines), August 19-20, 2009 (Des Moines)  
September 16-17, 2009 (Des Moines), October 20-21, 2009 (Des Moines)  
November 12-13, 2009 (Des Moines), December 9-10, 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.*  
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](#)

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## 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](http://www.tero.com) to give us your feedback.

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## Inspiration - Things to Think About

In coping with challenging times it is easy to blame the times. Doing this creates a rationale of powerlessness within ourselves that can make enduring and sustaining through these times more difficult.

Yet heroes through history have shown us what the following authors have captured. There is a great yet accessible power within the human spirit. One is better off tapping into ones own strength and inner resources to formulate an opinion of how to proceed and sustain than to listen outward.

*Someone who does not draw strength from himself and who is incapable of finding the meaning of his life within himself will seek the map to his own orientation somewhere outside himself - in some ideology, organization, or society, and then, however active he may appear to be, he is merely waiting, depending. He waits to see what others will do, or what roles they will assign to him, and he depends on them - and if they don't do anything or if they botch things, he succumbs to disillusion, despair, and ultimately, resignation.*

- Vaclav Havel

*We must always base our commitment in the center of our own being, or else no commitment will be ultimately authentic. Finding the center of strength within ourselves is in the long run the best contribution we can make to our fellow men.*

- Rollo May

*Let us settle ourselves, and work and wedge our feet downward through the mud and slush of opinion, and prejudice, and tradition, and delusion, and appearance, that alluvion which covers the globe - till we come to a hard bottom and rocks in place, which we can call reality, and say, This is . . .*

- Henry David Thoreau

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