



In this issue:

- Welcome to Tero® International's Monthly eZine
- Public Workshops – Opportunities for Continued Learning and Development
- Ask Tero® - Questions and Answers from the Training Professionals at Tero®
- Feature Article - The Brain's Search For Patterns
- Professional Development Activity - Brain Health
- What's New at Tero®?
- Online Resources - Providing Feedback
- Inspiration - Things to Think About

Tero® International, Inc.

Public Workshops

2007

March 8-9	Team Dynamics
March 1-2	MORE IMPACT® Advanced Presentation Skills
March 28-30	Selecting and Leading Top Performers
April 3	Image and Influence
April 10-11	IMPACT® - How To Speak

Welcome to Tero® International's Monthly eZine

Welcome to the February eZine. For most people, success is not something that just comes automatically. It is something that you need to work hard for and be dedicated to achieving. Success is not achieved by having a strength in only one area of your life. Thomas Friedman, author of the best seller, *The World is Flat*, says that success comes from being well-rounded, and well surrounded.

A well surrounded person has a vast network to call on for almost anything they would ever need help with. This network is used to teach a person how to become successful. Friedman believes it is of importance to network with only the best and with those who excel in their respective fields. Often times, these are the people who are also very well connected.

A well-rounded person has strengths beyond the technical skills for which they were hired. It takes time to develop other strengths but once learned, these strengths can help guide you to greater success in the future. If you are an engineer, make a commitment to become a better public speaker. If you work independently, build teamwork skills. If you are a manager, learn the nuances of win/win negotiations. If you are a customer service professional, discover the secrets your image communicates about you. The list is endless.

In this eZine, discover methods for becoming well-rounded and well surrounded. Looking for strategies and skills on how to build and maintain your network? Consider enrolling in Tero's Outclass Your Competition workshop. Looking for a comprehensive series of development workshops to help you build strength around a new area or specific goal? Read about Tero's outcome-focused, multi-level approach to professional development in the What's New at Tero section. Learn about our business search for patterns in our feature

April 10-11	IMPACT® – How To Speak Your Way To Success
May 3	Outclass Your Competition
May 3	Image and Influence
May 3-4	Sales and Service: Building Customer Relationships
May 15-16	IMPACT® – How To Speak Your Way To Success
May 17	Outclass Your Competition
May 17	Image and Influence
June 14	World Class
June 15	World Class
June 21-22	IMPACT® – How To Speak Your Way To Success
July 16-20	Outstanding In Life: Life Skills For Young People

Tero® International

Tips for Promoting Brain Health

Brain Workouts – Learn Something New

Read about Tero's outcome-focused, multi-level approach to professional development in the What's New at Tero section. Learn about your brain's search for patterns in our feature article. Find tips for improving your brain health in the sidebar. And, as always, keep the professionals at Tero on speed-dial and speed-click for any questions you may have.

If the security and firewall settings on your computer are making it difficult to view this eZine in its complete format, click below to view the February eZine. This link is valid for approximately one month when this eZine will be replaced with a new one.

[Click here](#) to view Tero's February 2007 eZine

Tero® International Public Workshops

Outclass Your Competition

A 5-hour Business Etiquette and Dining Tutorial workshop.
May 3 (Cedar Rapids), May 17 (Omaha)

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 3 (Des Moines), May 3 (Cedar Rapids), May 17 (Omaha)

IMPACT® - How To Speak Your Way To Success

A 2-day workshop on speaking confidently and persuasively.
*April 10-11 (Des Moines),
 May 15-16 (Omaha), June 21-22 (Des Moines)*

Beyond Compromise™ A Better Way To Negotiate

A 2-day workshop on how to move negotiations to win/win outcomes.
August 9-10 (Des Moines)

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)

Team Dynamics: The Art of Bringing Out The Best In Others

A 2-day workshop on improving team relations for success.
March 8-9 (Des Moines)

MORE IMPACT®: Advanced Presentation Skills

A 2-day workshop for **IMPACT®** graduates to take their presentation skills to the next level
March 1-2 (Des Moines)

Selecting and Leading Top Performers

A 3-day workshop on recruiting, interviewing and leading top performers
March 28-30 (Des Moines)

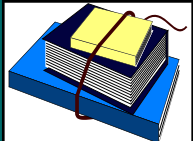
Sales and Service: Building Customer Relationships

A 2-day workshop on interacting more effectively with customers
May 3-4 (Des Moines)

WorldClass: How To Succeed In the International Arena

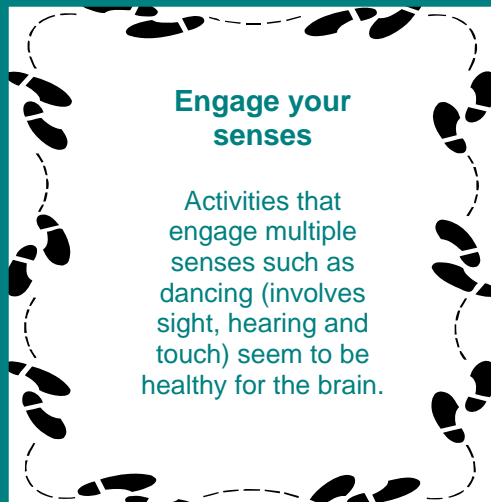
Brain Workouts—Learn Something New

- Invest in a computer program designed to give your brain a workout.
- Do crossword puzzles or number games like sudoku (remember, just doing crosswords you find easy isn't enough – you have to try to think in new ways).
- Learn a musical instrument, learn a new language.
- Register for a Tero workshop that challenges you to ever-higher levels of skill and achievement.



Focus

Since the ability to divide attention between competing things grows more difficult with age, focus on what you're doing rather than multitasking. As we grow older, it's more difficult to focus mentally, but when you do, you can learn well.



Repetition

Repeat things you want to remember, as repetition reinforces the strength of brain



WorldClass: How To Succeed In the International Arena

A 1-day workshop on cross-cultural preparedness training
June 14 (Cedar Rapids), June 15 (Des Moines)

Outstanding In Life - Life Skills For Young People

A 5-day workshop on personal and interpersonal skills for young people
July 16—20 (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: What is the best strategy to shorten up a presentation when I thought I had 45 minutes to present and now the meeting leader tells me I only have 15 minutes?

Tero® says: What you do in this situation is less important than what you don't do. The typical speaker tries to deliver a 45 minute presentation in 15 minutes by racing through it. Another common approach is to run long and take 30—45 minutes to present, in spite of instructions to finish in 15 minutes. Both are poor strategies because audience members are irritated and they usually miss the message. Thankfully, there is a better way. Savvy presenters do not try to deliver a 45 minute presentation in 15 minutes, nor do they run longer than the time allowed. Savvy presenters have anticipated this dilemma, shorten their presentation, delete slides and get to their point quickly. They can do this on short notice because they have planned their presentation goals in advance and know the three key points that they want to make. They also have planned to finish early so a shorter time slot on the agenda isn't quite as daunting. Realizing audience members may be curious to know more about the topic, they offer an option for people to gain more information after the presentation (email follow-up, handouts, future meetings, etc.). It is a reality that presenters often find themselves squeezed on time—especially if they are scheduled to present later in the day. Plan for the possibility and don't contribute to the problem by running long if your presentation is earlier in the day.

Question: Do you have any tips for delivering an impromptu presentation?

Tero® says: When called upon to “say a few words”, even the most experienced speakers must deal with a butterfly or two, when they are totally unprepared. However, the most experienced speakers are only rarely totally unprepared. They anticipate the possibility that they will be called on and have at least mentally formed a few thoughts, and often rehearsed a brief presentation. That is usually the reason that some people can stand up when called upon and deliver a smooth, flowing, intelligent, apparently spontaneous speech that makes its points clearly and memorably. If there is any possibility, no matter how remote, that you may be asked to say a few words at a meeting or gathering, have your thoughts organized. It is better to be prepared and not be called on than not to be prepared. The worst thing that will happen is that you will spend a little preparation time on a speech and then not use it. Stand when possible, otherwise sit up straight. Make eye contact with your audience, increase your volume and vocal inflection, pause for emphasis and use supportive gestures. Observe what is going on around you and respond to it. Can you comment on something another speaker has said? Can you compliment the audience? Above all, remember a few

Repeat things you want to remember, as repetition reinforces the strength of brain connections.



Get Social

- Socializing involves memory, logical function and many other mental processes. An active social life seems to improve immunity and reduce inflammation, believed to have a role in Alzheimer's.
- Older adults who kept working or stayed active after retirement did significantly better on IQ tests than those who didn't. Consider volunteering for a cause that you feel passionate about.



Food for Thought

Cut down on the junk food. Several recent studies have linked Type 2 diabetes and high blood sugar to an increased risk of dementia. Meanwhile, all sorts of fruits and veggies have been touted as elixirs of cognitive youth: Blueberries contain antioxidants that seem to fight disease. Dark chocolate has polyphenols that may help lower blood pressure and promote vascular health. B vitamins and folic acid may be involved in brain development. While the evidence for all these claims may not be definitive, researchers say that generally eating a healthy, low-fat diet rich in vegetables, whole grains and fatty fish is food for thought. There's increasing evidence that a Mediterranean diet aids brain function.



Wonder what is going on around you and respond to it. Can you comment on something another speaker has said? Can you compliment the audience? Above all, remember, a few words should be that—a few words!

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

Feature Article—The Brain's Search for Patterns Excerpted from Tero's® MORE IMPACT®: Advanced Presentation Strategies Manual

In an effort to make sense of complicated information, the brain has a built in pattern-o-sensor. As it processes new and complex data, it instinctively tries to make sense of it all by looking for the connections—how the pieces fit together, what they have in common. Without the ability to find patterns, we would not be able to drive safely (all red lights indicate “stop”), work productively (when the phone rings, someone is calling you), or interact effectively with people (when meeting someone, it is appropriate to greet them).

In its search for patterns, the brain may overlook information that does not fit the pattern it is looking for. It may also assume information that fits the pattern, but may or may not be part of the situation. For example, if you find yourself in a dark alley, by yourself in the middle of the night in a bad part of town, your brain may assume you are in danger, even if you are not.

[Click here](#) for the full article

Professional Development Activity

It was once thought that we were born with all the brain cells we would ever have and that they just slowly died off. Brain pathways, the wisdom went, were pretty much set by early adulthood. Forget all that.

Advances in brain imaging, genetics, and neuroscience now show that we continue to create new brain cells throughout life. Some think that dementia, senility, and Alzheimer's may occur when the brain loses this ability to “grow”. Check out the sidebar of this eZine for practical tips on how to keep your brain razor sharp throughout life.

What's New at Tero®?

Tero has always embraced a results-focused approach to development. Tero's new multi-phased, multi-level model of professional development brings this focus front-and-center. Individuals and organizations alike can more easily navigate through the plethora of professional development workshops available and select a series targeted towards the desired outcomes.

LEVEL ONE: Tero's® Perception Series—the messages we send

We've all been misunderstood or failed to make the impression we had hoped. For those who want to ensure that the messages received by others are the messages that were intended, the perception series is a perfect fit. This series focuses on giving you maximum perceived value. You'll master the art of image, network like a pro, dine like a diplomat, and discover the skills needed to be able to persuade any audience. This series is recommended or everyone, from new hires to top executives.

LEVEL TWO: Tero's® Professionalism Series—the relationships we build

This series is designed to hone in on the interactions we have with others and the



Physical exercise

Exercise is closely linked with mental sharpness. In one American Academy of Neurology study, for every extra mile a woman walked per week, her risk of cognitive decline dropped by 13%. In a study of more than 1,700 seniors, those who exercised three or more times a week had the lowest risk of Alzheimer's, according to a January 2006 study in the *Annals of Internal Medicine*.

Manage Stress



Untreated depression and anxiety are the most common reasons people begin to fear they're losing their memory. "Stress erodes the brain" says Debbie Mandel, a stress-management consultant in Lawrence, NY and author of *Turn on Your Inner Light: Fitness for Body, Mind and South*.

Sleep



Get at least 8 hours of sleep each night. "We are not yet sure what sleep does" says Dr. Steinberg of Memorial Regional Hospital. "But we know that it definitely helps brain function". A University of Pennsylvania study, published in a 2001 issue of the journal *Neuron*, found that sleep-deprived cats had less brain "plasticity" than those allowed to sleep normally.

Source: Smart Thinking by Heather Millar, Celebrated Living Magazine, Spring 2007

This series is designed to hone in on the interactions we have with others and the relationships we build. Whether your interactions are with customers, team members, decision-makers, family members or colleagues, through a guided understanding of yourself and others, you'll discover how to bring out the best in yourself and others. The art of listening, the fine skill of win/win negotiations and the complexities of conflict resolution are also explored in this comprehensive series.

LEVEL THREE: Tero's® Leadership Series—the people we lead

There are two things that contribute more to the success of a leader than almost anything else they do. They are: Matching the right people to the right jobs and creating an environment where people can be most successful. A mistake in either area is one of the most costly mistakes a leader can make. This outstanding series builds competence and confidence in these two critical areas. It is exclusively for leaders and future leaders.

LEVEL FOUR: Tero's® Diplomacy Series—the challenges we navigate

When presentations are high profile, high pressure or high impact, the stakes are higher and the consequences of less than stellar performance are also higher. This is also and especially true when interactions call for an awareness of intercultural competency. Success in high stakes situations takes a lot of learning and practice. While experience is always a good teacher, a bad place (and expensive place) to learn and practice the skills that lead to success and respect is in front of a customer or key decision-maker. A good place to discover how to handle these unique and complex interpersonal situations is in this Tero research-based series led by highly-skilled, certified Tero professionals.

LEVEL FIVE: Tero's® Infinity Series—the legacy we leave

Due to its high-level nature, this is a series of private half-day coaching sessions 100% customized to each individual. This level is ideal for top executives, celebrities, politicians, or those who desire a highly-customized approach to personal development and do not wish to be involved in workshops.

For more information, to register for a series, or to find out how to bring a Tero series to your organization, click below or contact Jennifer Chittenden, Client Relations Coordinator at 515 -221-2318 ext. 203 or email jchittenden@tero.com.

[Click here](#) to receive an outline (pdf) of one or more of Tero's Levels. In the text of your email, indicate which series you are interested in knowing more about.

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 Tero's website at www.tero.com to give us your feedback.

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

Inspiration—Things to Think About

We all have difficult days. Sometimes we have difficult weeks. Sometimes difficult years. For some, an entire decade can be described as difficult. For others, it may be a lifetime. When our lives get difficult and we long for an easier time of it, reflect on this insight shared by Theodore Roosevelt in a speech delivered in Des Moines, Iowa on November 4, 1910.

Other Brain Health Resources:

AARPs staying sharp program
www.aarp.org/health/brain

Alzheimer's Association
"Maintain Your Brain" Program
www.alz.org/brainhealth

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by Theodore Roosevelt in a speech delivered in Des Moines, Iowa on November 4, 1910.
"I have never in my life envied a human being who led an easy life; I have envied a great many people who led difficult lives and led them well."

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