



Tero® International, Inc. Your Elite Training Team

Monthly eZine - February 2008

Events and Workshops

2008 Public Workshops

February 28

[Outclass Your Competition](#)

[Register now](#)

March 18 - 19

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

[Success](#)

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April 22

[Image and Influence](#)

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April 23 - 24

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

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May 14

[Outclass Your Competition](#)

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May 20 - 21

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

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May 22

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June 17 - 18

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

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June 19 - 20

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

[Negotiate](#)

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

Welcome to the Tero International Monthly eZine

Executive Coaching continues to be on the rise. This month's eZine targets the definition of Executive Coaching, its attributes, and is an aid to decide if it's right for you. In fact, it's not for everyone, and it's not even everyone's choice to participate. Whether you've self-selected, were instructed to seek it, or are thinking about Executive Coaching in the future, please find this eZine to be a resource.

The sidebar outlines some current information about coaching worldwide. The research cited on the sidebar was gathered from a professional association for coaches. Also included in the sidebar is information about Tero's executive coaching for intercultural proficiency.

The article eloquently describes the good, the bad, and the ugly side of coaching. Executive coaching is very personal and confidential. It requires careful consideration of who you work with. The article will provide some guidelines should you decide to pursue an Executive Coach.

July 16 - 17

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

[Register now](#)

July 24 - 25

[Time Management Through Goal Setting](#)

[Register now](#)

August 12

[Image and Influence](#)

[Register now](#)

August 13 - 14

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

[Register now](#)

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](#)

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Coaching Facts



International Coach Federation (IFC), a professional association for coaches, released a study on October 1, 2007.

The study was conducted by PricewaterhouseCoopers LLP.

The Professional Development Activity will get you started thinking about some of the objectives you'd like to focus on in a coaching relationship or personally. As always, our newsroom is exciting. Be sure to scroll to the What's New at Tero to find out about some impressive successes of Tero workshop graduates.

This eZine may resonate on a very personal level for you. We wish you well in identifying some keys to your personal and professional successes.

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Public Workshops

[Outclass Your Competition](#)

A 5-hour Business Etiquette and Dining Tutorial workshop.
February 28, 2008 (Des Moines), May 14, 2008 (Des Moines)
September 18, 2008 (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.

April 22, 2008 (Omaha), May 22, 2008 (Des Moines)
August 12, 2008 (Des Moines), September 18, 2008 (Omaha)

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

A 2-day workshop on speaking confidently and persuasively.
March 18-19, 2008 (Des Moines), April 23-24, 2008 (Des Moines)
May 20-21, 2008 (Des Moines), June 17-18, 2008 (Des Moines)
July 16-17, 2008 (Des Moines), August 13-14, 2008 (Des Moines)
September 16-17 (Des Moines)

[Time Management Through Goal Setting](#)

A 2-day workshop on setting goals, balancing priorities, managing time and building stress strength.
July 24-25, 2008 (Des Moines)

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

A 2-day workshop on negotiating win/win solutions and handling conflict.
June 19-20, 2008 (Des Moines)

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

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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: What do I do if I realize that there is no chemistry between me and my coach? How can I let them know that I'd like to end the sessions?

Tero says: Prepare for the discussion by objectively evaluating the relationship to date. What is going well? What isn't working? Are your concerns about chemistry with your coach accurate? Or, are you looking for an excuse to end the coaching to avoid the discomfort associated with the changes you are making as a result of the coaching

Nearly 6,000 coaches (members of ICF and non-members) in over 70 countries were surveyed from September to December 2006.

Following were some of the findings:

It is conservatively estimated that there are 30,000 coaches worldwide.

The following were the top three leading coaching specialties that were reported in this study:

Executive
(19 percent)

Leadership
(18 percent)

Life Vision and Enhancement
(16 percent)

Demographics of coaching clients

female
(56 percent)

male
(44 percent)

average age
(38 - 45 years)



Intercultural Proficiency Training and Coaching by Tero

engagement? Do you have any inclination to try to repair/build the relationship or have you decided that the relationship must end? Since coaching of all types is goal-driven, revisit the initial goals. Where are your expectations not being met?

After you've talked to yourself, talk to your coach. When opening the discussion, remember to separate the person from the problem. Focus on the goals of the coaching relationship and not on personal characteristics. A skilled coach will handle this discussion professionally and may have already figured out there is a problem. If your coach becomes defensive, regard it as evidence that this individual is probably not suited to help you in the pursuit of your goals/development.

This is an uncomfortable situation that can often be avoided by planning ahead. Meet with your coach prior to entering into a coaching relationship to ask questions and see how you feel about working with this person. Address the "what ifs" during this initial discussion. What if I want to end the coaching relationship? What if my goals aren't being achieved? Ask for a termination clause to be included in the coaching contract if one isn't already there. By spelling out the what ifs when the contract is negotiated, terminating the contract is much simpler.

Question: How many times should I meet with my career coach? Some people I know meet a couple times a month, and others a couple times a year.

Tero says: The decision about the frequency of coaching sessions should be driven by the specific goals of coaching. If you are seeking to build a complex set of skills (such as leadership skills), the coaching relationship may last for a year or longer, may involve frequent meetings and may even involve interviews with other parties. In contrast, if the coaching goals are to prepare for an important presentation, a single session may be enough time. Since most coaching is designed to facilitate a change in behavior, remember that changing habits takes time. As a general rule, plan for a coaching relationship to last at least three months with meetings/phone conversations at least once or twice per month. Since every coaching situation is unique and highly customized, dialogue the specifics with your coach.

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

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Feature Article - Caveat Emptor: Choosing an Executive Coach - Let the Buyer Beware

by Rowena Crosbie

One of the emerging trends in the field of training and development is the focus on the individual employee. In stark contrast to training for the masses, a focus on the individual employee translates to a considerable investment of time, attention and dollars into personal development plans, succession planning, individual career planning, private training, mentoring activities and executive coaching.

What is driving this trend? As organizations seek to define their key market differentiators, they frequently identify intangible things such as customer service, adaptability to change, and speed of innovation. These attributes are not found in the traditional asset section of the balance sheet, but rather, in the hearts and minds of employees. In the face of this, a heavy investment in services like executive coaching makes perfect sense.

While the trend is encouraging with clear benefits for organizations, employees, and customers served, there is a "let the buyer beware" caution this author would like to highlight.

Whether you are in Des Moines or Dubai, 21st century business requires you to competently interact and communicate with clients and colleagues of different cultures. On a plane, at a meeting, on the phone or by the water cooler, you simply cannot afford to make a misunderstood gesture, drop an ill-placed phrase, or use uninformed judgment. What you don't know can, and indeed will, hurt you.

If you question whether you need intercultural training, simply determine if any of these statements apply to you:

I work with, or for, people of different cultures and sometimes feel like we are not fully connecting.

I have occasion to work on an international team (virtual or direct) and feel like my communications might be unclear or ineffective.

I have tried to introduce a client or colleague to the culture of my organization (or even to this country) and failed to be completely effective.

I have the opportunity to plan an international business meeting but lack information about appropriate seating arrangements or greetings.

My passport is frequently stamped, yet I'm finding that the old adage "When in Rome, do as the Romans do" just doesn't cut it. (And I'm visiting too many "Romes" to keep up with how to interact in each of them!)

I have been assigned to work on a project with, or in, another country and I'm afraid I will fall short based on what I don't know.

Tero's World Class Curriculum digs much deeper than the surface-level "do's and don'ts" that constitute most cross-cultural training. Simple information might get you in the door, but it won't keep you there.

[Click here for the full article](#)

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Professional Development Activity - Strengths and Skill Gaps

Everyone has skills to be admired, and skills to be developed. In this activity, you'll identify your strengths and your skill gaps. Being aware of these will help you to become conscious of ways to further develop skills most important to your professional success.

Begin by identifying your top five strengths and five important skill gaps. To help you get thinking, here is a list of some potential skills and skill gaps:

- Listening
- Resolving Conflict
- Handling Change
- Managing My Time
- Being Persuasive
- Planning Ahead
- Building Trust
- Balancing Work and Life
- Dealing with Stress
- Communicating Effectively
- Motivating Others
- Creativity

Now narrow both lists to the three most critical to your professional success, those that need to be continually developed.

Lastly, journal about how you have developed your top three strengths. Then journal about what might influence or strengthen the competencies found in your top three skill gaps.

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Resources

Are you interested in pursuing a coaching relationship for yourself?

[Click here](#) to learn more about Tero's unique approach to private training and professional coaching.

[Click here](#) to request a member of the Tero Team contact you with specific information about how coaching might be a fit for your goals.

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What's New at Tero

Tero Hosting the Chrysalis Foundation "Networking and Negotiations" Event

The Chrysalis Foundation is holding a Networking and Negotiations event on Monday, March 3rd, at Tero International. The Chrysalis Foundation, a Des Moines-based

The scope of information about cultural communication is vast, yet Tero realizes the needs of our clients with regard to global proficiency are more often than not very specific. To address this reality Tero offers World Class, a full day interactive workshop providing the fundamentals every one needs to function effectively across cultures whether domestically in house or abroad. This prerequisite is followed with customized Global Proficiency half day components to ensure proficiency in the area or areas most pertinent to you and to address your unique cultural challenges.

Individualized Global Executive Coaching

Tero believes in the value of personalized coaching as an extension of training. Applying skills and knowledge learned in a coaching setting maximizes individual and organizational return on investment. Coaching candidates have an option of gaining the skills presented in World Class in a group or semi private/private setting. Once the skills are addressed, coaching provides specific application to the individual's context, roles and responsibilities.

IDI, Intercultural Developmental Inventory Assessment and Coaching

Gain the competitive edge with a personal assessment that measures your existing ability to effectively manage difference found in diversity. This assessment and follow up coaching is crucial insight for anyone whose profession involves managing or doing business cross-culturally.

Cross-cultural Strategic Plan Development

Do you need to determine the elements of cross-cultural best practices for your organization or team? Is there a need for assistance in facilitation to ensure culture is

community foundation, was established in 1989 with a mission to develop strong women and girls in Greater Des Moines through education, grant-making and philanthropy. The Networking and Negotiations event, being held March 3rd, is part of the Chrysalis Business Partner Program, started in 1999, which unites local business leaders to support girls who participate in Chrysalis After-School Program. Deborah Rinner of Tero International will be the keynote speaker, presenting on win/win negotiations. To learn more about the Chrysalis Foundation, visit www.chrysalisfdn.org

Miss Iowa Places in the Top Ten at the Miss America Pageant

It was an exciting night as the contestants were narrowed from 52 to 16 and then down to 10. Throughout, Diana Reed, Miss Iowa 2007, remained in the competition. Diana was eliminated just before the opportunity to showcase her amazing talent, baton-twirling, sans flames due to regulations. Tero was proud to be a sponsor for Miss Iowa and wishes Diana Reed the best as she pursues a career on Broadway. To see a video of Diana Reed's Winning Preliminary Talent performance and pictures from the pageant, visit www.missiowa.com

Marilyn Adams named Winner of the National Hometown Hero Award

Marilyn Adams, of Earlham, Iowa, founded Farm Safety 4 Just Kids after the tragic death of her son in a farming accident. She was nominated for the 6th Annual Volvo for Life Awards, and was recently named winner in the Safety category. She will receive \$100,000 to go to the charity of her choice. In a recent press release, Marilyn said, "*Volvo has helped us spread our farm safety message to countless rural families and to save an untold number of children from farm tragedies. We are unbelievably excited and couldn't be more grateful. The \$100,000 donation will help us establish an endowment fund that will secure the financial stability of the organization as we pave the road for the future.*"

Thank you to all of our eZine readers who supported Marilyn Adams by voting online.

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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 to give us your feedback.

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Inspiration - Things to Think About

The message of reciprocity, The Golden Rule, is found in the sacred writings of many of the great religions of the world and is a useful guide for us all to adopt when choosing our own behaviors.

You shall love your neighbor as yourself.
Judaism and Christianity. Leviticus 19.18

Whatever you wish that men would do to you, do so to them.
Christianity. Matthew 7.12

addressed and leveraged for meeting effectiveness and business gain? Tero is unique in its ability to offer strategic planning and facilitation assistance to accomplish this mission. We can review your existing business functions and work with you to implement protocol and/or facilitation procedures to ensure best practice with regard to cross cultural communication and strategies.

Not one of you is a believer until he loves for his brother what he loves for himself.
Islam. Forty Hadith of an-Nawawi 13

A man should wander about treating all creatures as he himself would be treated.
Jainism. Sutrakritanga 1.11.33

Try your best to treat others as you would wish to be treated yourself, and you will find that this is the shortest way to benevolence.
Confucianism. Mencius VII.A.4

One should not behave towards others in a way which is disagreeable to oneself. This is the essence of morality. All other activities are due to selfish desire.
Hinduism. Mahabharata, Anusasana Parva 113.8

Comparing oneself to others in such terms as "Just as I am so are they, just as they are so am I," he should neither kill nor cause others to kill.
Buddhism. Sutta Nipata 705

One going to take a pointed stick to pinch a baby bird should first try it on himself to feel how it hurts.
African Traditional Religions. Yoruba Proverb (Nigeria)

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