



# Tero® International, Inc.

## Your Elite Training Team

Monthly eZine - February 2009

### Events and Workshops

#### 2009 Public Workshops

March 11

[Image and Influence](#)

[Register now](#)

March 19 - 20

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

[Register now](#)

April 20

[Image and Influence](#)

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April 21 - 22

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

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April 23

[Outclass Your Competition](#)

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May 6 - 7

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

[Register now](#)

May 12

[World Class: Managing Diverse Business](#)

[Communication](#)

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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](#)

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July 22 - 23

[Time Management Through Goal Setting](#)

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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 2009 eZine.](#)
2. [Click here for links to pdf's of the February 2009 eZine and previous eZines.](#)

### Welcome to the Tero International Monthly eZine

Have you ever been guilty of narcissurfing? Do you defrag occasionally after work? Have you ever been pinged, dined el desko or come up with an initiative that was bleeding edge?

If reading the above is as clear to you as reading a foreign language you're not alone. The words (definitions listed below) are from the top ten business buzzword list. Maybe you use them and maybe you don't, but their existence reveals that words evolve, changing with the times as rapidly and subtly as food, fashion and design trends.

In our Speak Your Way to Success class, people learn in the first hour that the words they choose for a presentation are only as effective as the speaker's ability to deliver them with credible body language and vocal quality. However, once the skills to deliver physically are in place, the words do matter, for they are heard more clearly and have more power.

This February edition is dedicated to words, those you say, those that buzz, those that matter and those you choose not to say!

[Register now](#)

August 18

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

August 19 - 20

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

September 16 - 17

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

September 23 - 24

[Selecting Top Performers](#)[Register now](#)

October 20 - 21

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

October 22

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

November 12 - 13

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

December 9 - 10

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

## Business Cards

### A Look Back



Business cards are a common form of

Have you ever found it difficult to choose the wording for a tag line, company or business card? The sidebar tells the story of the origination and history of the business card - how it has evolved from simply a name card useful for contact information to a tool to visually communicate your business concept and credibility.

For the article, Audrey Mooney, freelance writer, traveled around the Terotory and mined the minds of staff to find out what the current "buzz words or concepts" are in five areas of Interpersonal Skills: Image, Presentation Skills, Negotiation, Business Etiquette and Intercultural Competence. These may surprise you.

In our development activity you have the chance to do two things, one with your voice and the other with word selection to practice communicating with power. And lastly our inspiration will leave you anything but speechless with some thoughts on the true purpose of words. Tucked in amongst all of this is What's New At Tero. Speaking of which, we always wonder what's new with you. If you have time, follow the link to our site and give us the word on YOU. Your successes, opportunities, challenges, and experiences are always of interest to us, and we appreciate hearing from you.

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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:** I tend to be thinking of what I want to say when someone is talking, instead of listening to them completely. How can I improve my listening skills?

**Tero says:** Since we think faster than we speak, we often have formulated our own response before hearing another person out. Becoming aware you are doing this is a great first step. Listening is an active sport - not the passive activity we have come to think of it as. Great listeners listen, not only with their ears but also with their eyes, body, mind and full attention. The next time you are listening, remove other distractions (email, blackberry, cell phone) and focus on the activity of listening. Make eye contact, maintain open body posture, smile and nod when appropriate, paraphrase what you hear and check for understanding before you respond. For many of us, taking notes helps us resist the temptation to interrupt the other speaker and ensures we focus on the message and not our own next great statement. Remind yourself that a pause in a conversation to collect and formulate a response is desirable and preferable to competing for air time.

**Question:** I'm planning a conference for our sales organization and making decisions about the schedule and agenda. Any tips?

**Tero says:** The laws of primacy and recency remind us that people remember best what they hear/see/experience first and what they hear/see/experience last. Arrange the schedule so that these two times in the day are reserved for memorable topics and speakers. Additionally, we're freshest in the morning and experience an energy drop mid-afternoon. Schedule topics that require analytical or deep thought in the morning and put a lighter topic on the agenda in the middle of the afternoon. Remember to provide frequent breaks (every 60 to 90 minutes) and look for opportunities to incorporate learning-friendly foods into the day (protein, fruits, vegetables). Trail mix in the afternoon is a great snack to provide. In your attempt to pack a lot of topics into the agenda, remember that one of the greatest benefits of conference time is networking among the attendees. Build shared meals, discussion groups, and social events into your agenda.

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

advertising and exchange of contact information.

The history of business cards dates as far back as 15th century China. It was introduced to Europe in 17th century during the reign of Louis XIV. They were known as visiting cards or calling cards.

Gentleman callers presented their card at the home they were visiting. The servant brought the card to the lady of the house. If the hostess wanted to see him, she would let the servant know. If he did not hear back from the hostess, he could assume she had another gentleman caller at the time or simply didn't want to see him.

There were many rules of etiquette. For example, if one certain corner of the card was folded then the gentleman delivered himself to the servant. If he folded the card in half, that meant the visitor wanted to see more than one person or the entire family.

Visiting cards were tied to social status, wealth and land ownership.

Later, London businessmen adopted the use of the cards. They called them trade cards. Designs and maps were added to provide direction to a merchant's location.

Cards were originally printed either by woodcut or a letterpress. Later, in the 18th century, copperplate engraving became very popular.

By the 19th century, in Europe and America, more people started using the cards for business purposes. It became unacceptable for a card that stressed a business function to be used as a social calling card as it was seen as an attempt to collect a bill or debt.

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## Feature Article - What's the Word on the Street? A Visit to the TEROTORY

by Audrey Mooney

Buzzwords buzz in the area of interpersonal skills as well as other sectors of society. Pollinating new ways of looking at things, they energize us to think about how we present ourselves in collaboration with what's going on in the world at the moment. On a cold February day I asked Tero's team of experts to give me the buzz about Image, Speaking Skills, Etiquette, Negotiation and Cross Cultural Communication. Some of the buzzwords and concepts may surprise you, but they are all guaranteed to have you looking at the world of presence and interactions in a new way.

I began my questioning with Becky Rupiper-Greene, Tero's Image Consultant. Whenever you see Becky she is perfectly pressed and dressed stunningly professionally. I knew she would be right up on the current trend in the field she knows and role models so well.

When I inquired about the best buzz concept in the realm of image, this is what Becky shared.

"The Image industry's buzz concept of the 90s was Business Casual. Current economic challenges, however, have created a much tighter job market, making an upgraded image a competitive advantage. Thus, the Business Casual buzz has transitioned to the more modern concept - **Creative Corporate.**"

[Click here for the full article](#)

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## Professional Development Activity - Increase Your Word Power

Two tries this month to increase your spoken and written "Word Power"!

1. Inflection creates meaning when speaking words. Try saying this sentence out loud several times, inflecting a different word each time to get a differing meaning. "I am not driving home after lunch." Were you able to derive different possible meanings depending on which word you emphasized? It's not just what word we say, but how we say it!
2. Take a speech or presentation you commonly give, and pretend it is now to be given to a very different audience. After deciding on the interests, background knowledge, and demographics of the fictional audience, look at your speech and change the words you commonly use to better address the new audience. For instance if you give a speech about donating money to a worthy cause and you are talking to college kids, what words, examples and references might be different if your audience is made up of retirees?

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## Resources

**Top 10 Business Buzzwords** by Megan Aemmer. Source: MSN Encarta

Whether you office from home or home from office, you've probably heard some of these best-of-breed words and phrases unleashed at you and wondered what exactly your boss or coworker was talking about. Whether humorous or just plain annoying, you'll probably hear some of these dynamic phrases from time to time. This list will help you translate, and maybe even repurpose a few words to grow your own business buzz vocabulary.



Annually there are 4.5 billion business cards printed. They come in all shapes and sizes and are used for both business and personal reasons. Creative materials are often used including acrylic, wood, leather, glass and chocolate.

A business card is a must for anyone who deals with the public today, and for many it is one of the most important advertising tools.

Sources:  
Natalie Aranda, ezinearticles.com  
Jason Freedman, expertvillage.com



**Drive:** No, it doesn't refer to your daily commute. Drive is a multipurpose buzz word, overused in such phrases as "drive out cost", "drive the project", and "drive the organization". Last I checked, costs, projects, and organizations don't typically have wheels and a chassis.

**Incent:** A nonword that is often used in business as a verb. Instead of creating incentives, management types may try to incent their team to sell more by offering - you guessed it - incentives. Some other commonly verbed words: **office**; she likes to office from home, **text**; hey, text me the address, **google**; I googled him before the first date.

**Delayering:** A newer, more PC term for rightsizing, a.k.a. downsizing. Potato, potahto. It's still a layoff.

**Narcissurfing:** If your coworker is late to a meeting again, it's probably because he's been narcissurfing all morning. That is, googling yourself to see where, when, and how often you show up on the Internet.

**Deep dive:** If someone asks you to deep dive (or drill down), they're asking for in-depth information or discussion on a subject. "I did a deep dive on the Chinese market, and I don't think we'll be able to move product there. But I'll drill down on Brazil and see what sell-through potential there may be."

**Bleeding edge:** The "cutting edge" is so passe. Even better is the bleeding edge. "The program Johnson is working on is bleeding edge. The concept is so new even he's not sure what the product will do yet."

**Offline:** To take something offline is to discuss something in person or on the phone, rather than via email or instant message conversation. This phrase usually crops up when an email trail gets excessively long and/or involves more people than necessary to solve the issue at hand. Also used in meetings: "We'll deal with that offline, when this meeting's over."

**Ping:** To get someone's attention, ping them via email or IM. "Hey, ping me when you hear back from her about the London conference." Back in the pre-Internet era, "ping" referred to the sound of a submarine's sonar.

**Al desko:** To save time, I often dine al desko, usually after five minutes of microwaiting. (In other words, I eat at my desk after heating up lunch in the microwave.)

**Defrag:** It used to mean rearranging data files on a hard disk, but defrag can also mean "to relax." After a rough day of officing, you may want to defrag in front of the TV.

This list was architected to enable effective information deliverance while officing.

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## What's New at Tero

### Your Stories

What's going on with YOU? Share your ahas with Tero - Click on the link to tell us your stories, share your knowledge, express your thoughts or just sound-off. [Click here](#) to tell us your story.

### Tero Interns

Each summer, Tero hires two college students for summer internships. The search for this year's lucky interns is now open. Tero will be hiring one undergraduate and one graduate student. All areas of interest and studies are welcome to apply as the tasks carried out by Tero interns vary. For more information about the internships or to apply, email [rcrosbie@tero.com](mailto:rcrosbie@tero.com).

### Omaha Image Workshop

In the northern hemisphere, spring is just around the corner and its time for a check of our wardrobe. For strategies on how to recession-proof your closet and avoid costly mistakes, check out Tero's Image and Influence workshop offered in Omaha in March. [Click here for info on the upcoming workshop.](#)

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## Public Workshops

### [Outclass Your Competition](#)

*A 5-hour Business Etiquette and Dining Tutorial workshop.*  
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.*

March 11, 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.*

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

The purpose of a fish trap is to catch fish, and when the fish are caught, the trap is forgotten. The purpose of a rabbit snare is to catch rabbits. When the rabbits are caught, the snare is forgotten. The purpose of words is to convey ideas. When the ideas are grasped, the words are forgotten. Where can I find a man who has forgotten words? He is the one I would like to talk to.

*-Chuang Tzu (c.360 BC-c.275 BC)*

The true purpose of words is to create meaning. When we are the communicator, our task is to figure out the words that will most clearly mean what we intend to the person we are saying them to. The meaning in our mind in conveying is only as good as it is received, and that is determined by the words we choose. We choose them for the receiver. Food for thought!

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