

Ten Guiding Principles

By Deborah Rinner, Director of International Protocol and Corporate Etiquette Programs

Jack Canfield, in his book *The Success Principles*, states that of all the things people can do to accelerate their trip down the path to success, participating in some type of coaching program is at the top of the list. Canfield states that a coach not only helps keep you focused on your goals, but also helps you live by your values.

I found this to be true years ago, when I asked for coaching from a business person for whom I held a lot of respect. I owned a small business at the time, and found myself in the shoes of employer... and employee. So I sought an expert who could share with me from their years of experience the values they had come to know as most important in the longevity of a business.

I asked a man whose successful business career had spanned over 50 years. He began as a mail clerk for a family owned scrap business, was then promoted to sales, and rose to be the president of the company. In retirement, he became a highly successful entrepreneur - twice! And his work life balance was evident long before it was a popular concept. How did I know this about him? He was my dad.

Dad had observed business practices on the front line for many years and in many roles. My father's very first sales call in 1953 was with a person who snubbed his cigarette out over my father's business card. Years later the same gentleman came calling on my dad for help when his fortunes had reversed. Over the years, as employee and employer, Dad watched numerous businesses and people rise and fall.

Due to his many years of observation and experience, he was able to relate to me without hesitation ten guiding principles. He said they were, in the midst of everyday problems and circumstances, far easier to ignore or rationalize away than to consider. He felt that to be truly successful in all the ways a person or business could, it was necessary to try your best daily to be personally responsible for each of them.

Here they are, just as he related them.

1. Deliver on your promises. Expect others to do likewise. Honesty and Integrity are demonstrated in the daily accountability to follow through at the highest level one can. What's yours is yours, what's not is not.

2. Do not be afraid to exercise imagination. Balance it with intelligence to avoid the Don Quixote syndrome

3. Always be aware of the now and how to better the situation in all aspects of business.

4. A company of employees without desire is like a car without gas.

5. A company and or employee without drive is like a car full of gas but lacking a starter.

6. Politeness. This is a must for any business/employee. Politeness redeems all business.

7. Compassion. Have a willingness to help those who need help. Temper it with good judgment.

8. Charity. Be a part of the community. Contribute.

9. Have Faith. Know that it will happen.

10. Appreciate. Thank all who made it happen. Give recognition. Reward performance.

The ten principles my father shared with me were not new, and they did not seem complex. Like many of the things we teach at Tero® these tips sounded simple and basic. Yet in daily practice, it can be very hard to consistently demonstrate them.

When I first heard these, I asked myself to pick one each week to focus on. When a situation came up, I reflected how Dad's principle may come to play in the situation. Did it apply? What did it help me see? How could I employ it to be or do things better?

My weekly picks helped me grow in my understanding of my business and myself. On the week I chose #6 Drive, I analyzed my own drive. Could I kick my efforts up a notch? What might the results be? When I chose #9, Have Faith, I tried to look at what seemed like failed results throughout the week, and consciously remember that effort and a positive attitude could enhance and change the outer circumstances over time.

Dan Sullivan, President of Strategic Coach states "In every society, there are human benchmarks—certain individuals whose behavior becomes a model for everyone else—shining examples that others admire and emulate. We call these individuals "class acts"."

I knew from what my dad related to me about these principles, and the stories that shaped them, he was a "class act" in business. His sharing of what he knew would only help me if I took responsibility to engage—daily—in attempting to be responsible for the principles in all of my interactions. I chose one—one week at a time—in the hopes that as Canfield said, I might move closer each day to living my values while achieving my goals. Thanks, Dad!

What's Your Level?

So often, levels are defined with a pyramid structure—The Food Pyramid, Maslow's Hierarchy of Needs, or perhaps the inverted pyramid found in the model of Servant Leadership. Tero offers levels in a new way and with Level 1 being on an equal platform as Levels 2, 3, 4, and 5, the only difference being the outcome.

The levels allow the ultimate customization of a professional development plan since you choose where to begin and where to go next. The levels can be utilized by individuals or by companies looking to help a group of people achieve their goals. What is your level?

In less than two seconds, a perception has been formed. When every second is critical, it is essential that your company is represented by people who appear confident, competent, and professional.

Level One—The Perception Series

- **Image and Influence—**
Polishing Your Professional Look
- **IMPACT—**
How to Speak Your Way to Success
- **Outclass Your Competition—**
Business Etiquette and Dining Tutorial
- **One Hour of Private Coaching**

This series is for those who want a touch of polish and a lot of pizzazz, the Perception Series focuses on giving you maximum perceived value. You'll master the art of image, network like a pro, dine like a diplomat, and be able to persuade any audience. This series is recommended for everyone, from new hires to top executives.

Most people who fail at work do not fail because of a lack of technical ability. Rather, it is the inability to relate well to others. People can be the modern organization's greatest strength or its greatest weakness, depending on how effectively they work together.

Level Two—The Professionalism Series

- **Beyond Compromise—**
A Better Way to Negotiate
- **Know Thyself, (Pick One)**
Sales & Service—
Building Trust-Based Customer Relationships
Team Dynamics—
The Art of Bringing Out the Best in Others
Time Management Through Goal-Setting
- **One Hour of Private Coaching**

This is the elevator to top. The Professionalism Series hones in on the fine skill of negotiations and, depending on your position and type of interactions, gaining a thorough understanding of yourself, your customers, or your team.

The ultimate threat to organizational success is not markets, technology, products or competition. It is the ability to attract, lead, develop and retain the best people. There are two things that contribute more to the success of a leader than almost anything else they do—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. An investment in helping leaders develop the skills to excel in these areas pays big dividends to organizations.

Level Three—The Leadership Series

- **Selecting Top Performers**
- **Leading Top Performers**
- **One Hour of Private Coaching**

Recommended for leaders and future leaders, the Leadership Series prepares leaders with the skills that characterize true leadership.

80% of U. S. business ventures overseas fail because Americans do not take cultural nuances into consideration. Our behavior at the onset of cross-cultural relationships will either foster respect or close the door.

Level Four—The Diplomacy Series

- **World Class—**
How to Succeed in the International Arena
- **More IMPACT**
- **One Hour of Private Coaching**

Since perceptions take less than two seconds to create, it is imperative that the best practices are executed when presenting and when working cross-culturally. Those who are aware of intercultural subtleties will thrive as a world class professional and maintain a high degree of respect.

For top executives, who frequently receive little, if any, feedback at all, Executive Coaching is often the lifeline to receiving important and reliable feedback. Without the benefit of development coaching, many executives plateau and are unable to achieve the results they desire.

Level Five—The Infinity Series

Due to its high-level nature, this is a series of private half-day coaching sessions 100% customized to the participant. This level is ideal for top executives, politicians, celebrities, or those who do not wish to be involved in workshops.

Tero's five levels are a way for you to set your goals and build the training program that delivers the outcomes you desire most and fits you or your company best. For more information or to register for a series, call 515-221-2318 Ext. 203 or email jchittenden@tero.com.