



Tero® International, Inc.

Your Elite Training Team



Monthly eZine - January 2010

Tero January eZine

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

1. [Click here to view Tero's January 2010 eZine.](#)
2. [Click here for links to pdf's of the January 2010 eZine and previous eZines.](#)

Welcome to the Tero International Monthly eZine

We are one month into 2010. Are your resolutions working for you? If so, congratulations. If not, there is still time!

To assist you in making 2010 the best year yet, we have collected in this eZine some helpful tips and tools for you.

The Development Activity provides ten essentials for creating a fabulous impression. Even just considering one will make a difference for you.

The Feature Article challenges how we think about ourselves, and whether we realize our many competencies.

The Q and A revisits two topics we are asked about quite often. If you are an IMPACT or Outclass Graduate, test yourself to see if you know these before you read the answers.

In the What's New Section, check out Tero's involvement with the Miss America Pageant. We are proud to have contributed to Miss Iowa, Anne Michael Langguth's preparation to compete this month in the largest scholarship program for women in the world!

Carlos Alvarez, one of Tero's senior trainers is featured in the sidebar. The Inspiration Section will help keep you conscious and present so you can fully experience 2010!

While you are progressing through the year, remember that as a graduate of Tero, you can access Tero as an ongoing resource to assist you in achieving your goals. It is our honor and pleasure to serve in that capacity for 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: As a graduate of Tero's presentation skills workshop, I understand the value of following the 3 x 3 rule. However, in my technical presentations, sometimes I have to include more detail on my slides. Is it ever okay to break the 3 x 3 rule?

Tero says: Tero's 3 x 3 Rule is a guideline for presenters to follow when

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Events and Workshops

Public Workshops

2010 Workshops

February 11

[Outclass Your Competition](#)
[Register now](#)

February 15 - 16

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

March 3 - 4

[Time Management Through Goal Setting](#)
[Register now](#)

March 9 - 10

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

April 6 - 7

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

April 13 - 14

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

April 22

[Outclass Your Competition](#)
[Register now](#)

May 6

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

May 11 - 12

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

May 13

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

June 10

[Outclass Your Competition](#)
[Register now](#)

June 15 - 16

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

July 8

[Outclass Your Competition](#)
[Register now](#)

July 13 - 14

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

July 15

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

August 10 - 11

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

August 19

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

August 25 - 26

[Time Management Through Goal Setting](#)
[Register now](#)

developing slides to support their presentations. It serves as a reminder to presenters that audience members cannot listen attentively to a presenter if they are trying to read a busy slide. Including more detail on a slide may be necessary occasionally. When a detailed slide is presented to an audience, make sure everyone can see the slide, spend additional time presenting the slide, incorporate silence and consider providing a handout. Above all, don't apologize to the audience for the detailed slide. If it is important for your audience to see the detail, it is a gift you are presenting to them. No apologies are needed.

Question: I learned in the Outclass Your Competition training that I shouldn't offer my business card to someone more senior than me. How can I get the attention of a senior executive without breaking protocol?

Tero says: A hand-written, personal note is a wonderful way to present your business card to a higher up. If you have had a meaningful conversation with a senior executive, or when an opportunity to offer a sincere thank you, compliment or congratulations presents itself, write a personal note and enclose your card. It is never appropriate to use a note to a higher up for marketing, or to include a self-serving phrase such as "if you ever need" or "please call me". Keep the focus on thanking or congratulating them, not on you. Use high quality stationery, make sure your business card is in excellent condition, and do not worry if you feel your handwriting is not the best. The fact that you took the time to write, stamp, and send a personal note will be remembered as thoughtful and you will be presenting your card in a way that communicates respect.

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

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Feature Article - Other's Perceptions of You

"No one can make you inferior without your consent."

-Eleanor Roosevelt

Do you remember the story of the Wizard of Oz?

The Scarecrow needed brains so the Wizard gave him a diploma and said "all smart people have diplomas, now you have one - go act like it".

The Lion needed courage so the Wizard gave him a medal and said "all brave people have medals, now you have one - go act like it".

The Tin Man needed a heart so the Wizard gave him a clock that made a rhythmic sound like a heartbeat and said, "go act like it".

In that story, each individual needed something they already had. All the Wizard did was give them permission to use that which they already possessed.

There are many occasions in our lives that we look to others to sanction our value or worth.

[Click here for the full article](#)

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Professional Development Activity - Plan for Success

Have you taken time to develop an action plan for success in 2010? These tips contain easy steps that, if employed, will definitely help you approach life with confidence, and interact with competence.

1. Connect Four - Better Yet, Connect Five.

Go out of your way to introduce others so they can expand their networks.

Challenge yourself to make at least five introductions each week. This actually

September 14 - 15

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

September 16

[Outclass Your Competition](#)
[Register now](#)

September 22 - 23

[MORE IMPACT: Advanced Presentation Techniques](#)
[Register now](#)

October 12 - 13

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

October 14

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

October 19 - 20

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

November 9 - 10

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

November 16 - 17

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

December 1 - 2

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

December 7 - 8

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

Tero Team Profile

Carlos Alvarez

strengthens your networking relationships and positions you as someone who "knows everyone." No one forgets who made it possible to meet someone they might not have otherwise encountered - especially when that connection turns into business. Your network is your business "net worth." Grow it!

2. Follow Suit.

Find a tailor - but not just any tailor. Seek out one who will take the time to work with you, your shape and your wardrobe - both new and existing. The right hem length, sleeve length, the cut of a jacket, and overall fit make the difference between having your clothing wear you instead of the other way around. After all, it takes only seconds for people greeting you to convert their first visual impressions into an evaluation of your credibility and confidence. What does your appearance convey?

3. But Enough About Me.

What is interesting for people to know about you? Although you want to err on the side of asking open ended questions about others, the time will come when others will want to discover things about you. What is unique to you? What are your roles, responsibilities, and reasons for doing what you do? Reflect ahead of time and have some ideas ready so you won't be taken off guard.

4. Hello, Good-bye?

When phoning someone, do not make the assumption that just because you got them live that they have time for you. Always ask, "Is this a good time for you to talk?" This is not only a courtesy, but it will help ensure the other person is really present in the conversation with you.

5. Do Sweat the Small Stuff.

You probably detail your vehicle, but do you take the time to detail yourself? Hair, appropriate makeup (or lack of it), grooming, and clean, pressed clothing announces how attentive you are to detail. Most employers respect and hire with this in mind. And it starts at the ground floor: Cary Grant stated he learned early in life from his father to never buy anything but the best pair of shoes. Keep them clean and polished. A little sweat equity in your footwear, and splurging for the best you can afford, can help you shine for years.

6. Caught on Video

Find an opportunity to videotape yourself speaking. If a picture is worth a thousand words, then a video is worth a million. The only way to see and hear yourself as others do is to get on camera. Open posture, balanced stance, and eye contact communicate more trust about your messages and yourself than what you say. Vocal quality (which is relatively easy to adjust) is key to engaging others. Analyze your mannerisms; anything repetitive will become the focus, instead of what you're actually saying.

7. I'm All Ears.

Listen to people without passing judgment or planning what you are going to say next. Suspend your personal biases long enough to truly understand the other person. Communicate you are listening by monitoring your own body language - leaning forward, nodding, appropriate facial expression, eye contact. Being engaged is engaging - and not soon forgotten.

8. Smooth Talker

Use "hello" rather than "hi" and "good-bye" rather than "bye-bye". Take phrases such as "you guys" out of your repertoire. Phrases that are too casual, tenses used incorrectly, and repetitive breaks - uh, um, like - cloud your communication and can make others question your competence.

9. Take it Slow.

The opportunity to share space, time and energy with other human beings in the act of greeting is missed if you are not consciously slowing down and being present. Looking in people's eyes, smiling, and lining up your posture with theirs allows you



Carlos Alvarez is a Senior Training Consultant for Tero International.

He joined the Tero Team in 2000 and brings 18 years corporate training involvement to Tero clients. His training experience includes the banking and insurance fields.

His strong presence in front of a group, great sense of humor and ability to actively engage participants in the training session ensure that people leave his sessions with take-away value they can use immediately. His enthusiasm, energy and positive attitude are contagious and he consistently earns high marks from those attending his presentations.

Carlos' continued study in the fields of psychology and sociology have helped him realize that people of all ages can grow professionally and personally. He is excited to be in a position to assist people grow in their skill development to be the best they can possibly be. Carlos is an Upper Iowa University graduate.

to communicate that you value them. People remember vividly those who acknowledge them.

10. Drop a Line.

The people you see everyday are important, but so are those you may only have a chance to see once or twice a year. Keep track of those you meet. Reach out. Having a stack of quality stationery on top of your desk allows you to pop out a handwritten note in a matter of minutes. Leaving a voicemail a few months down the line just saying you hope all is well is a wonderful way to keep your network alive, sustaining and growing your relationships.

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Resources

Tero Keynotes

Are you seeking an inspirational and motivational keynote presentation for an upcoming meeting or conference. [Click here](#) to check out Tero's keynote speakers and topics.

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What's New at Tero

Internship Opportunities Available

Each year, Tero hires two college students for summer internships. Time is running out to apply. 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.

[Click here](#) to read about previous Tero interns.

Tero and the Miss America Pageant

For the past three years, we have had the privilege of providing coaching on interview and presentation skills for Miss Iowa contestants preparing for the Miss America Pageant. In 2008 we congratulated Diana Reed for being among the top 10 pageant finalists and being named the winner of the talent portion of the competition. In 2009, we were proud to congratulate Olivia Myers on being named second runner'up to Miss America. Olivia is featured on the Miss America interview CD. This year we had the honor to coach Ann Michael Langguth from Iowa City. Ann Michael carried out her role as Miss Iowa, and her platform of healthy living, so successfully that she was named a finalist for the Quality of Life Award upon arriving in Las Vegas for the competition this week.

The Miss America Organization is home to the largest scholarship program in the world for women. Ann Michael Langguth has funded a portion of her Harvard education from scholarship funds and looks forward to attending the University of Iowa Medical School. The University of Iowa allowed her to defer the start of her medical studies until she completes her obligations as Miss Iowa.

Carlos is certified to facilitate several Tero workshops and keynote presentations.

Ann Michael Langguth will compete for the title of Miss America on Saturday, January 30, 2010. Three members of the Tero team, along with their guests, will be among the members of the Iowa Delegation attending the Miss America Pageant in Las Vegas. Tune in to TLC on Saturday evening, January 30, to watch the competition and catch a glimpse of Tero in the audience.

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Public Workshops

Outclass Your Competition

A 5-hour Business Etiquette and Dining Tutorial workshop.

February 11, 2010 (Des Moines)

April 22, 2010 (Des Moines), June 10, 2010 (Omaha)

July 8, 2010 (Des Moines), September 16, 2010 (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.

May 6, 2010 (Omaha)

May 13, 2010 (Des Moines), July 15, 2010 (Des Moines)

August 19, 2010 (Omaha), October 14, 2010 (Des Moines)

IMPACT - How To Speak Your Way To Success

A 2-day workshop on speaking confidently and persuasively.

February 15-16, 2010 (Des Moines)

March 9-10, 2010 (Des Moines), April 6-7, 2010 (Des Moines)

April 13-14, 2010 (Omaha), May 11-12, 2010 (Des Moines)

June 15-16, 2010 (Des Moines), July 13-14, 2010 (Des Moines)

August 10-11, 2010 (Des Moines), September 14-15, 2010 (Des Moines)

October 12-13, 2010 (Des Moines), October 19-20, 2010 (Omaha)

November 9-10, 2010 (Des Moines), December 7-8, 2010 (Des Moines)

MORE IMPACT - Advanced Presentation Techniques

A 2-day advanced presentation skills workshop for IMPACT grads only.

September 22-23, 2010 (Des Moines)

Time Management Through Goal Setting

A 2-day workshop on setting goals, balancing priorities, managing time and building stress strength.

March 3-4, 2010 (Des Moines), August 25-26, 2010 (Des Moines)

Selecting Top Performers: Recruiting and Interviewing

A 2-day workshop on hiring top performers.

December 1-2, 2010 (Des Moines)

Beyond Compromise: A Better Way To Negotiate

A 2-day workshop on hiring top performers.

November 16-17, 2010 (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 to give us your feedback.

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Inspiration - Things to Think About

"To be present is the most fundamental generosity of all. When there is nothing else to do. When we are in a situation that seems hopelessly blocked there is still one thing we can do, we can be there".

from - *Work as a Spiritual Practice* by Lewis Richmond

Consciousness is not easy. It requires us to think outside of ourselves and yet the

greatest gift that we can give to ourselves and to others is the ability to be conscious in the moment and to dignify every interaction we have.

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