



Tero® International, Inc.

Your Elite Training Team



Monthly eZine - January 2012

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Tero January eZine

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1. [Click here to view Tero's January 2012 eZine.](#)
2. [Click here for links to pdf's of the January 2012 eZine and previous eZines.](#)

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Events and Workshops

Public Workshops

2012 Workshops

February 21 - 22

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

[Register now](#)

February 23 - 24

[Influence: How To Achieve Winning Outcomes](#)

[Register now](#)

March 9

[Image and Influence](#)

[Register now](#)

March 15

[Outclass Your Competition](#)

[Register now](#)

Welcome to the Tero International Monthly eZine

We do not get a vote on how we are perceived. We have all heard the phrase beauty is in the eye of the beholder. This saying reveals perception is not something we are - it is something someone believes about us. What someone believes is initially based on their knowledge, life experience, values etc., not based on ours.

If we cannot vote, can we influence how someone perceives us? Absolutely, but only if we use skills that manage perception. Interestingly few people know them, or use them consistently. They miss powering their effort to align how they wish to be perceived and voted on with their actions.

As you begin the new year, take a moment to decide how YOU wish to be perceived. What words come to mind? Competent? Capable? Polished? In this month's ezine, you will read how the perception others hold of you can begin with something as routine as a handshake. The words others use to think about and describe you are determined not just by their experience, but by their experience of you. How you act, react, and present yourself on a daily basis can and does have the power to sway perception. Do your actions align with your desired words? Read on to discover how to influence the "vote" and manage the perceptions others form of 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: Sometimes it feels awkward to greet a friend or colleague with a handshake. When would it be appropriate to simply greet with a "hello" instead of a handshake?

Tero says: The handshake is under-used and undervalued in our casual U.S. environment. When you take the time to make eye contact, square your posture with someone and then appropriately shake hands, you communicate far more than a simple hello. You demonstrate that you value the other person, and you value

April 17 - 18

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

June 12 - 13

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

June 15

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

July 17 - 18

[Influence: How To Achieve Winning Outcomes](#)
[Register now](#)

August 7 - 8

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

August 30

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

September 25 - 26

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

October 18

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

November 13 - 14

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

November 15

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

Corporate Dress and Professional Image

How are you perceived at work?

If we keep in mind that 55% of our impact when face to face with another person is due to what they take in visually, we cannot help but see the need to detail

being in their presence. A good handshake makes a lasting positive impression. Nothing announces as loudly your genuine respect and observance of others. [Click here](#) to listen to an MP3 broadcast of this question and answer.

Question: Recently I interviewed a qualified candidate for a position at my company. However, his wrinkled shirt ruined my perception of him. Am I being too harsh?

Tero says: It's no secret that first impressions can form lasting opinions. Research consistently reveals that favorable first impressions can serve as a competitive advantage. It also indicates that many are sabotaging their success when their appearance isn't congruent with their expertise and abilities. Whether you're meeting with a customer, engaging a prospective client, or interacting with a colleague, strategic impression management has the potential to shape that relationship in a positive manner. [Click here](#) to listen to an MP3 broadcast of this question and answer.

Answers to many of your questions can also be found in a daily radio broadcast. Professional Polish from Tero International airs daily on KIOA 93.3 FM in Des Moines, Iowa. Listen at 4:38 p.m. each weekday afternoon or [click here](#) for recent tips and a program archive.

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

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Feature Article - Political Perceptions How Candidates Damage versus Manage their Campaign

Tero International points out the pitfalls candidates encounter in communications and how the public forms political perceptions.

Tero International, an Iowa based group of interpersonal skills experts, exposes how candidates "damage" vs. "manage" their public perception.

1) There is going to be mudslinging. Let's face it, it doesn't matter how unruffled a candidate's hair looks or how many jobs they may create, the mud will be slung. No amount of attractiveness or factual attributes will prevent this. How the mud is slung varies from campaign to campaign. In fact, few candidates through history have been above slinging whatever mud they could find.

[Click here for the full article](#)

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Professional Development Activity Managing Your Perception

Have you ever taken time to think about how others perceive you? Research has shown that perceptions are formed in the first two seconds.

Write down three feelings you know you experience at work (most to least). For example, I feel stressed, annoyed and satisfied. Take a moment to reflect on the non-verbal signs you may project with these feelings. Now, imagine a camera is placed in your office for an entire day.

- How do you express your feelings?
- What did you notice about your body movement?
- What did you notice about your facial expression?
- What was your volume level?
- What did you notice about your vocal expression?
- What did you notice about your vocal pace?

and maintain a professional appearance.

Dress codes may vary, but the need to look appropriate and professional is inherent regardless of the established code.

Consider these finishing touches tips:

Shoes



Your shoes are worn at the bottom of your frame, but they are truly at the top of the list when it comes to your image. Always put your best foot forward. Shoes which are showing wear or are scuffed, inappropriate or dated are instant credibility killers. Be committed to choosing them wisely and maintaining them faithfully.

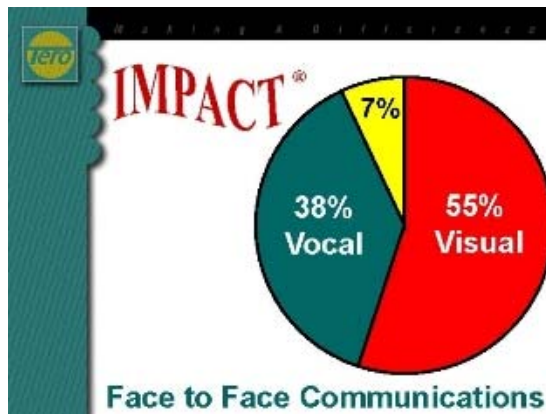
Wrinkles

Don't wrinkle your image by neglecting your iron. Clothes need to be pressed and neat in order to convey a message of professionalism. If you are not fond of ironing, you may need to make more frequent visits to the dry cleaners. Another tip is to purchase fabrics that are naturally wrinkle resistant or have gone through a conditioning process to make them so.

Hands

By consciously evaluating your body movement, vocal tone and facial expressions, you are more apt to change your non-verbal skills in a way that you will be perceived more positively by others.

The impression you make is far more important than the words you actually say. The below graph illustrates how you impact the people around you. Dr. Albert Mehrabian, professor and researcher at the University of California, Los Angeles, showed that 55% of the IMPACT you make on people is communicated through your non-verbal body language. 38% comes from what others hear, not the words, but the vocal quality, volume, pace, and expression we project. Only 7% is actually what you say - the content.



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Resources

Forbes Article

Brand is the perception someone holds in their head about you, a product, a service, an organization, a cause, or an idea. Brand building is the deliberate and skillful application of effort to create a desired perception in someone else's mind. [Click here](#) for *A Simple Blueprint for a Successful Brand* article.

Iowa Association of Business and Industry Article

Rowena Crosbie, President of Tero International, was published in the Iowa Association of Business and Industry January 2012 newsletter. In her article, *Tips for Video-conference Presentations* Ro provides several tips on video-conference etiquette. [Click here](#) for the full article.

UPCOMING Influence: How To Achieve Winning Outcomes Public Workshop

Every day in our personal and professional lives, we are involved in scenarios where we strive to influence others. The ability to effectively influence others in pursuit of winning outcomes represents competitive advantage to individuals and organizations. Workshop dates: February 23 - 24. [Click here](#) for a workshop outline. [Click here](#) to register.

Rowena Crosbie to Speak at 2012 SHRM Annual Conference

We are pleased to announce that the SHRM Annual Conference Programming Committee has invited Ro Crosbie to deliver *Negotiations: Influencing Solutions as an HR Professional* as a pre-conference workshop for the SHRM Annual Conference in June 2012. Visit www.shrm.org for information about SHRM and to register for the 2012 National Conference. [Click here](#) to meet Ro.

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What's New at Tero

Miss Iowa Finishes in Top 10 in the Miss America Pageant

Please join us in congratulating Jessica Pray and her top 10 finish in the 2012 Miss



We are viewed above the neck 75% of the time. But studies have found that one of the next things people notice about us is our hands. Your hands are on display constantly, whether you are shaking hands, pointing to information on a report, or eating in a restaurant. Keeping your hands clean and nails well-trimmed is essential.

Hygiene

Nothing takes the place of exercising healthy hygiene practices. Bath frequently and use a combination antiperspirant and deodorant to control moisture and odor. Do not use excessive perfume.

Teeth



Remember that your smile is your most important accessory. Regular brushing and flossing are essential. Bad breath will destroy rapport in an instant, so keep sugar-free breath mints handy.

America Pageant in Las Vegas on January 14, 2012. Jessica is not only to be congratulated on her results, but also on her tireless efforts to prepare for every aspect of the intense competition. For the fifth year, Tero was pleased to serve as coach to Miss Iowa in her preparation for the interview portion of the competition as well as her on-stage presence and runway walk. [Click here](#) for article.

Coming Soon - Online Needs Assessment

Tero is thrilled to announce that we will soon be releasing an electronic version of **Tero Cards**, a useful hands-on assessment tool to determine your greatest training priorities and needs. This convenient electronic tool will allow you to complete your needs assessment online and print your report instantly. Watch the Tero Homepage at www.tero.com for the release of this new tool to help you with your employee and leader development planning.

January Spotlight

This month we invite you to meet Michele Whitty. Michele is one of the newest members of the Tero Training Team. Visit the Tero homepage at www.tero.com or click on the image below.



January Spotlight

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Public Workshops

[Outclass Your Competition](#)

A 5-hour Business Etiquette and Dining Tutorial workshop.
March 15, 2012 (Des Moines), June 15, 2012 (Des Moines)
August 30, 2012 (Des Moines), October 18, 2012 (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 9, 2012 (Des Moines), November 15, 2012 (Des Moines)

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

A 2-day workshop on speaking confidently and persuasively.
February 21-22, 2012 (Des Moines)
April 17-18, 2012 (Des Moines), June 12-13, 2012 (Des Moines)
August 7-8, 2012 (Des Moines), September 25-26, 2012 (Des Moines)
November 13-14, 2012 (Des Moines)

[Influence: How To Achieve Winning Outcomes](#)

A 2-day workshop on achieving outcomes without giving in.
February 23-24, 2012 (Des Moines), July 17-18, 2012 (Des Moines)

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

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Online Resources

Professional Polish Radio Broadcast

Professional Polish from Tero International provides listeners and readers with a daily business tip. The tips respond to questions asked by business professionals about interpersonal interactions in the workplace. Professional Polish airs daily on KIOA 93.3 FM in Des Moines, Iowa. Listen at approximately 4:38 p.m. each weekday afternoon for Tero's Professional Polish Business Tip of the Day or [click](#)



[here](#) for recent broadcasts and program archive.

Join Tero's Online Community

Leverage the power of social networking for instant communication, immediate updates and access to relevant information. Follow Tero on Twitter, Like Tero on Facebook, Read Tero's weekly Blog or Subscribe to Tero's You Tube Channel.



Graduates Only

Are you a graduate of a Tero workshop? The Graduate's Only section on the Tero website provides useful resources and activities to support and reinforce your learning. [Click here](#) if you are a Tero graduate to gain access to this exclusive area of the Tero website. Simply enter your full name and email address to gain access.

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Inspiration - Things to Think About

Our visual messages precede anything we say or do, and those visual messages can greatly affect our level of impact and success. Does your image and appearance convey your desired message and goals?

Your appearance plays a pivotal role in both the professional and personal areas of your life. Even a small change on the outside can create an extraordinary change on the inside, allowing an individual to flourish. People who are comfortable with their image are more likely to be self-confident, effective in work and social situations, and more self-assured in their relationships.

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