



July 2007

Tero® International Monthly eZine



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Tero International, Inc.

Public Workshops

2007

August 2-3	IMPACT: How To Speak Your Way To Success
August 9-10	Beyond Compromise: A Better Way To Negotiate
September 12	Outclass Your Competition: Business Etiquette and Dining Tutorial
September 13-14	IMPACT: How To Speak Your Way To Success
September 18	Image and Influence: Polishing Your Professional Look

If the security and firewall settings on your computer are making it difficult to view this eZine, try one of the following:
 1. [Click here](#) to view Tero's July 2007 eZine.
 2. Visit www.tero.com. In the **About Tero** dropdown menu, click on Tero Newsletters. There you will find a link to a pdf of this eZine. You'll also find links to previous eZine editions. Since links do not work in pdf formats, [click here](#) to contact Tero if there is a link you would like to access from a previous edition.

Welcome to the Tero International Monthly eZine

Is there such a thing as Work/Life Balance? We live in a world swirling with fast-paced technology, overly-caffeinated people, and where parents' schedules are saturated with their child's sports, music, and the other activities. With many Americans working 50-60 hours per week, the *life* part is sometimes starving for attention. However, it may come as a relief to many that the so-called "balance" is not about cutting both in half and calling it equal. The balance is finding satisfaction in the *quality* of each.

This eZine places attention on understanding what you hold as valuable to you, and in turn this will provide some insight into how you can enhance both the work and the life parts to be mutually satisfying. The sidebar features the latest software used in Tero's professional image coaching session. It's a tool that will save valuable time, and money, as you build your personal and professional wardrobe. The article on Work/Life Balance that is featured this month was published in Canadian Manager Magazine in 2005 and provides an exercise to help you structure your balance. And the professional development activity asks you to visually analyze your current balance, or lack of.

So take a break from the day and refresh with some information and exercises to enhance your work and life balances.

Tero International Public Workshops

	Polishing Your Professional Look
October 4-5	IMPACT: How To Speak Your Way to Success
October 9-10	IMPACT: How To Speak Your Way To Success
November 1-2	IMPACT: How To Speak Your Way To Success
December 13-14	Time Management Through Goal Setting

Tero International

Fitting Room Frustrations Eliminated

by: *Becky Rupiper-Greene*

An independent study was recently conducted on behalf of the Association of Image Consultants International (AICI). As part of the research, clients listed the appearance areas they perceived as the most challenging.

Tero International Public Workshops

Outclass Your Competition

A 5-hour Business Etiquette and Dining Tutorial workshop.
September 12 (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.
September 18 (Des Moines)

IMPACT - How To Speak Your Way To Success

A 2-day workshop on speaking confidently and persuasively.
August 2-3 (Des Moines), September 13-14 (Des Moines), October 4-5 (Omaha), October 9-10 (Des Moines), November 1-2 (Des Moines)

Notes about IMPACT workshops:

August 2-3 workshop is full. To reserve a spot on the waiting list, click below.

September 13-14 workshop has two spots remaining.

November 1-2 workshop has six spots remaining.

Due to the enormous popularity of this program, another public workshop has been added to the calendar (October 9-10 in Des Moines).

Beyond Compromise: A Better Way To Negotiate

A 2-day workshop on how to move negotiations to win/win outcomes.
August 9-10 (Des Moines)

Time Management Through Goal Setting

A 2-day workshop on setting goals, balancing priorities, managing time and building stress strength.
December 13-14 (Des Moines)

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

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 have a question regarding using designations after my name. I know that I should use industry-related designations, however, I have also earned several designations through the Toastmasters organization. Is it appropriate to include these on my business card?

Tero says: At Tero we have wondered the same thing, as many of our trainers have differing designations and certifications. The objective of a business card is to promote your organization, provide contact information, and to provide a visual reminder. Unless the designations are needed to inform of rank in the organization, or expertise in the industry, they are better left off. For instance, the designations many counselors receive are necessary to inform whoever receives the card of the kind of counseling they are trained to provide. Your industry related designations are appropriate. Other designations you possess, although so helpful in your career, are not positioned on a card, but should be included in a resume or vitae.

Ranking #1 was “Proper Clothing Fit.” It is estimated that \$28 billion of merchandise is returned to stores each year because of poor fit. Are you tired of being frustrated in the fitting room and wasting money and time on clothing that doesn’t fit?

Tero International is delighted to be part of the solution! An extraordinary resource is now available to our clients which will eliminate guesswork and stress when shopping, as well as save money typically spent on an ill-fitting wardrobe.

The revolutionary software licensed by Tero is now available in both male and female versions. The program is personalized for each individual, taking into consideration height, age, weight, facial shape and figure challenges.

All the information is combined, resulting in a comprehensive computerized reference with over

vitae. A great story along this line was told by Leticia Baldrige in her book Executive Manners. She remembered how proud she was with her very first business card, when she worked for Tiffany’s. She noticed the card had the name of the company engraved very boldly in the center, and her name was almost hidden in one corner in tiny lettering. When she asked the president of the company why they were designed that way, he said, “When you work for Tiffany, the only thing that matters is the company. The individual is secondary.” This story has been a good reminder for us that the main purpose and intent of our having a card is to promote our organization. Our personal resume serves to promote ourselves as individuals.

Question: Due to a profound and decades-long lack of understanding of what it actually takes to move up in the corporate world, I find myself in my mid-40’s in an office job that pays the bills and puts me in the company of some great people, but which doesn’t excite me, has no leadership value and holds almost no opportunity for advancement. I am college-educated, tech-savvy, and have three years of management/supervisory experience, though that’s from a position held more than 10 years ago and I’ve been told by a recruiter that it’s no longer relevant. I am open to the idea of looking elsewhere to take on more responsibility. Indeed, I am open to the possibility of an entirely different career, or even business ownership. How in the world do I begin - at my age - to determine my next career move, and then to move myself in a direction that leads to using more of my intellect, having more responsibility, and becoming known as a leader in my community?

Tero says: Your question about preparing for a midlife career change is one that many people wrestle with. Since the half-life of knowledge is estimated to be five years, half of what you knew five years ago is perceived to be obsolete. A college education and technical savvy are important, and frequently are the price of entry into a promising career, but more is required. Today, experts agree that it is the intangible skills that are most responsible for career success (and career failure). Studies show that 85% of success is due to the possession and use of these skills. Because they are intangible, they are difficult to define and sometimes challenging to show others that we possess. They are the skills of emotional intelligence and include self-knowledge, communication, leadership, decision-making, conflict resolution, adaptability, and the ability to relate well to others. Today, it is not uncommon for an employer to overlook someone with impressive technical qualifications in favor of someone who is perceived to possess these skills - especially for leadership positions.

How does one acquire and demonstrate proficiency in the intangible skills? The first step is being open. Congratulations. The gist of your letter indicates you have already crossed that chasm. Now it’s time to take an inventory. Become the rare person who looks in the mirror to discover the changes required rather than looking out the window to point to the flaws outside. How do others perceive you? How do you perceive yourself? What do you like to do? What don’t you like? Evaluate your own greatest strengths. What are your weaknesses? Solicit feedback from others and be open to the messages you receive. As we gain a conscious awareness about ourselves, strengths and blemishes, we can begin to design a plan that helps us convert our strengths into competitive advantage and build competency in areas of weakness that may be holding us back. Fortunately, the resources are abundant. Shelves in libraries and bookstores sag under the weight of books on relevant topics. Professional Coaching is a tool that can help you with the self-discovery process, set goals and help hold you accountable. Formal training is an option to build new skills and knowledge. Tero coaches and training workshops are among the resources available. Learning through experience is another method. Can you propose or volunteer for a new task at your current job that stretches your comfort zone and proves your commitment to learning and growth? Can you volunteer for a community project to make a difference while gaining valuable experience? Since becoming a leader in the community is a goal you’ve

computerized reference with over 500 illustrations in 34 categories which cover everything from business attire to weekend casual, evening wear to eyewear, overcoats to underwear, shoes and accessories.

Discover what necklines and hemlines are best suited to you, what jackets styles to incorporate and which to eliminate, and so much more.

learning and growth? Can you volunteer for a community project to make a difference while gaining valuable experience? Since becoming a leader in the community is a goal you've described, consider applying for a spot in a community leadership development program in your area. Many local Chambers of Commerce offer programs that provide the chance to network with other professionals, learn about leadership needs in the community and gain experience.

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

Feature Article - Understanding Your Work Life Balance by Jennifer Chittenden

Imagine playing on the teeter-totter when you were a child. Remember the tension you felt when the bigger kid sat on the other end and wouldn't let you down? That's how our work life and personal life sometimes feel—one side seems heavier than the other, and balancing may seem beyond our control.

Our work and personal lives present differing weights and measures that can induce stress. We need to analyze how we deal with them to leverage the stress and use it to our advantage.

[Click here](#) for the full article

Professional Development Activity - The Life Balance Pyramid

The Egyptian pyramids were constructed in 3000-2500 B.C. The structure of a pyramid is solid and one that has endured thousands of years. Building a pyramid was no easy feat and sometimes took up to twenty years. Just as in life, finding and building the balance in your work and life takes a lot of time, strength and skill.

We invite you to take a look at your surroundings and create a pyramid structure that represents the way you think your life should look for it to become or remain balanced. Does the bottom on your pyramid represent a strong foundation of family? Faith? Community? Where in the hierarchy does your career/work fall? Your self?

The next step is to determine if there are any changes that need to be applied to your life for your pyramid to reflect more truly. For example, if you have Family as the greatest need, but it is currently in second place, what could you do to make it number one? Maybe you could decide that you want to take walks with your family each night after work or to eat dinner together at the dining table. Maybe you want to spend time together playing games, or reading stories to your children. Create some goals to help mold your current model into the one you want. Then, write these goals down and put them in a place where you can see them, such as your mirror, or on the refrigerator. Ask a friend, relative, or spouse to assist you with these goals and to remind you of them from time to time.

What is New at Tero?

This month, Tero welcomes Ann Block, Business Development Consultant, to the Tero Team. Ann works with organizations to assess how macro and micro trends, along with organizational changes, are impacting the human dynamics in business. This assessment helps Tero clients ensure that the employee development initiatives they choose to implement are closely matched to organizational goals and don't risk falling into the category of "training du jour". Ann brings more than 25 years experience to her role. Prior to joining Tero, she was a Manager with training and human resources responsibilities at Principal Financial Group, an Educational Assistant with Sacred Heart School, a Learning Consultant for VisionPoint and an

Necklines



a manager of training and human resources responsibilities at Principal Financial Group, an Educational Assistant with Sacred Heart School, a Learning Consultant for VisionPoint and an Independent HR Consultant. Ann earned her B. A. from the University of Northern Iowa.

Tero is pleased to announce that Sirintaraporn (Start) Soratkittiya is expanding her role at Tero and joining the Tero Team on a full-time basis until the conclusion of her Internship. Many of you know Start from her leadership of the Tero eZine survey conducted earlier this year. Start is completing a Masters' Degree at Drake University and is enjoying her life in the United States. It has been four years since Start has returned to Thailand to see her friends and family and she is looking forward to a visit there upon graduation in December.

All of us at Tero will miss Kayla Scott in August when she returns to Northwest Missouri State University to complete her Bachelor of Science in Public Relations. During her Tero Internship, Kayla has been a valued member of the Tero Team, making contributions in the areas of public relations, marketing, research and production.

Tero has a healthy internship program. For students interested in the field of training and development, a Tero internship offers an opportunity to learn about the training industry both domestically and abroad, work in a collaborative environment, experience Tero's unique approach to professional development and contribute to a growing business. If you know a high-performing student interested in an internship, invite them to send us their resume, along with a letter telling us why their qualifications and background would be a good fit at Tero.

What You Can Do Online - Provide Your Feedback

Again this month, Tero is interested to find out the top dress code challenges you are facing in your organization. Please drop us an email by clicking on the link below and let us know the top 1, 2 or 3 issues you see as most critical regarding dress code. Thanks to those who responded to this call for information last month.

image@tero.com

Are you a graduate of a Tero workshop? Your feedback is important to us. Click below 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.

[Click here](#) to provide us with your feedback

Inspiration - Things to Think About

Work. Life. You. When the unexpected happens, can less be more?

The idea of work life balance conjures up in many of us a picture of how we can address life in a more encompassing way. We envision a plan to do and achieve more, and to be more, both at home and at work. Are there times however that **less is more** when it comes to this issue?

In our efforts to balance work and life we often aren't kind to ourselves. When things go as planned, it is easy to recognize and value ourselves for the many ways we juggle a myriad of tasks on the work and home front. Yet the unexpected is always around the corner. We readily feel very poorly about ourselves and our ability to balance when the unexpected happens. And it does. It is a fact of life we will encounter bumps in the road on our journey toward being well rounded people who effectively assign time to all of our responsibilities. These road bumps often show up in forms such as these:

The flight that was delayed, thus we could not attend our child's holiday performance,

Lapels, Vents and Pockets



Increased confidence certainly accompanies the increased awareness this incredible tool imparts. Consider scheduling an individual image coaching session for yourself or for your staff members, and get ready to enjoy the results!

members, and get ready to enjoy
the results!

**Click here for information
about one-on-one
image coaching
or to schedule your
appointment.**

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*The flight that was delayed, thus we could not attend our child's holiday performance,
or spouse's special event.*

*The illness or personal situation we are experiencing that temporarily
decreases or compromises our productivity at work.*

The immediate surgery a parent goes into before we can get off work to be with them.

The funeral back home of a dear friend's brother or sister we cannot justify taking time off for.

*The important business meeting missed because a new baby or child
has a high fever and needs us to take them to the doctor.*

It is times like these in which we can begin to feel less than competent in how we balance work and our personal life, and in who we are. Yet over the long run, these glitches will be only as important as the way we deal with them. In the end, most of what is ever remembered about any unexpected situation is how much love and understanding we were able to bring to it at the time. The first place we need to bring love and understanding with regard to work/life balance and the unexpected is to ourselves. Less can be more, if we are focusing our daily efforts at work and home on achieving balance in the long term, doing whatever we can to be kind to ourselves when the unexpected appears in the short term, and forgiving ourselves along the way for the inevitable bumps in the road.

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