



Tero® International, Inc.

Your Elite Training Team

Monthly eZine - June 2009

Events and Workshops

2009 Public Workshops

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

Welcome to the Tero International Monthly eZine

How many times have you been told "It's not what you know, it's who you know?" Maybe it's time for a revision. Business is all about how you present yourself to the people you know - and the people you're getting ready to know. It's this mixture of self-confidence and capably projected business acumen that gets the job done. Don't shortchange yourself; if you've got the business goods, it's time to show them off.

This month we'll tackle the job of representing yourself and your company to the best of your ability. Sometimes it can be hard to pinpoint exactly what "representing your company to the best of the ability" is, however, in simpler terms it could be said that it means representing yourself and your company in a professional manner - a manner which represents your company and betters your company's image all at the same time. Sometimes, this is easier said than done when facing situations that are somewhat unusual from the more common office interactions.

Whether you are a new employee facing your first office social function or a seasoned executive trying to make a quick but effective pitch to a client, Tero has the answers for you. Tools like a good understanding of etiquette and protocol can get you through difficult situations and ultimately, seal the deal.

November 12 - 13

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

November 19

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

December 9 - 10

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

Handshake History and Hints



Handshake History

Since the beginning of the handshake gesture predates recorded history, abundant theories (some plausible, some not so much) abound about the origin of the handshake. Here are a few of them:

At one time, the open hand presented pre-handshake showed your combatant that you weren't carrying a weapon - and if you were, the shaking of the hand would loosen any knives secreted up your sleeve.

Another theory is that two Arab men began the tradition while meeting in the desert because

Representing yourself and your company well is all about the image you project. The most important fact to remember about your image is that it is not projected in a vacuum. You are presenting yourself and your company every day to everyone you meet. You might have to battle preconceived notions about your company's reputation (sometimes bad) or a lack of familiarity with your company and its services. No matter what you're facing, the knowledge that you are projecting a capable, professional image will give you the confidence to effectively network at a social event or sell yourself and your company to a client quickly and decisively.

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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: How do I represent my company in social situations - like cocktail parties, golf outings, etc?

Tero says: Whenever you are out socially on behalf of the company, you are working. Your conversations, the impressions you leave with people, your actions and behaviors all reflect back on the trust and credibility people have for your organization as well as yourself. Interact with that in mind. Speak positively about others and your organization. Focus on the activities that foster good relationships and great impressions like listening and asking open ended questions. Be aware of timely and appropriate topics to bring up in small talk. Utilize the handshake to exude professionalism and to connect with individuals. Introduce people that may not know each other. Eat and drink respectfully and always remember to greet and thank whoever is in charge of the event.

Question: How should I go about developing a well-written elevator speech?

Tero says: A well written elevator speech is a tool to use when someone asks us what we do and what our organization does. Always keep the audience in mind. What would be beneficial and interesting for them to know about you and your organization? Choose words and images that explain but that also allow them to ask further questions. Your sound bite or elevator speech will be different depending on the person or group. Be concise and always remember to return the favor and ask for theirs in return.

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

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Feature Article - Why Meetings Fail

by Rowena Crosbie

We've all been there - captive in a meeting that drags on seemingly forever and nothing is accomplished. What is the underlying cause of the meeting failure and how can it be solved?

Many meeting leaders are not equipped with the skills and knowledge to effectively facilitate a meeting. Similarly, many meeting participants contribute to the problem through their own ineffective meeting skills.

According to the Wharton Center for Applied Research at the University of Pennsylvania, the average senior executive spends 23 hours each week in meetings. Sadly, senior and middle managers report that a mere 56 percent of meetings are productive and that a phone call or email could replace more than 25 percent of meetings.

When the resources that are involved in meetings each day are considered alongside of the above statistics, the financial drain to organizations alone is devastating.

neither one of them wanted to lean forward first to kiss the other's hand first.

[Click here for the full article](#)

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The Victorian age turned the Continental style of kissing on the cheek to the more restrained handshake.

Professional Development Activity - Interacting Across Cultures

Most evidence points to the ancient Greeks as the originators. They used the handshake as a simple signal of friendliness.

In the global environment, your clients of a different cultural background can be put off by simple cultural mistakes. By learning a few easy pointers, you can lessen the chance of you making an international etiquette mistake, and maximize your business impact by being more culturally sensitive than your competition. Studying a culture (even if the research is relatively brief) will get results. You will become more culturally aware, and you'll get the fascinating chance to learn about people different than you, as well as earning trust by showing your interest and respect to different cultures and lifestyles. Always keep in mind the image you are projecting of yourself and your company when traveling in different countries - countries whose cultural outlook might be far different than an American outlook.

Handshake Hints

Here are a few tips to get you started thinking about the way you can represent your company and yourself to the best of your ability while overseas, or while entertaining overseas clients. When sitting down, don't cross your legs - keep your feet flat on the floor. In Northern Europe and Asia, the crossing of legs indicates you are comfortable with your audience - a little premature in a business meeting. Keeping the soles of your feet on the floor is important in Asia and Arab countries as well - exposing your soles is regarded as offensive.

Don't stick out your hand too soon - or too late. When your handshake counterpart is about three feet away, extend your right arm with your thumb up and clasp hands - thumb joint to thumb joint.

Other behaviors to look out for include using your hands too much and repetitious, nervous gestures (picking at your fingernails, etc.) These behaviors signal you are uncomfortable in your new cultural environment and make your cross-cultural counterparts aware of your weaknesses and lack of awareness.

Keep it quick. Two to three seconds is long enough.

One of the most important parts of a good international (and local) business impression is refraining from stereotypically "American" behavior. This behavior includes being loud, overly direct, abrupt, and overly friendly. The first three behaviors make you look foolish and the latter makes you look insincere.

Be careful with the strength of your squeeze, too hard and you tend to look dominating, on the other hand (no pun intended), a limp handshake tends to send a signal of incompetence.

Most importantly, perhaps, is the notion of hospitality. Accept it! Even if you aren't the biggest fan of oolong tea or exotic cuisine, your willingness to try new things will mark you as open-minded and willing to take chances - always a good thing when doing business.

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Resources

Networking

Article: "Networking for People Who Hate to Network"

Author: Rosato, Donna

Source: Money; April 2009, Vol. 38 Issue 4, p25-26, 2p

Why you should read it: The article offers advice and tips for effective social networking and job searching at events and on the Internet. The author recommends being early to events, helping others, and not abusing the technology of online social networks. Other topics include status updates, corporate culture, and mutual friends.

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What's New at Tero

Every Vote Counts

It is time for the Business Record's Annual Best of Des Moines Readers Poll. Vote for your favorite leader,

Most importantly, practice. Practice is the best way to find out how your handshake is perceived and make changes to make sure your handshake sends the right messages.



Sources:
<http://itotd.com>
<http://soc302.tripod.com>
<http://www.businessweek.com>

government, restaurant, service provider, cultural attraction - and training company. If you've enjoyed your Tero experience, we hope you'll recognize Tero as the Best of the Best in this year's poll. [Click here](#) to access the on-line ballot. Deadline is July 3. Vote for Tero in the Best sales training/executive development company category.

Tero Student Scholars Update

So far, two young adults have participated in and graduated from their Tero workshop. Tero congratulates the following on their successful completion of IMPACT - How To Speak Your Way To Success:

- Thao Pham, from Urbandale, Iowa and attending Iowa State University this year
- Natalie McLinden, from Waukee, Iowa and attending Waukee High School

Time Management Workshop

Time is running out to get a spot in this popular workshop, offered only once each year as a public workshop. Participants dive into understanding what drives their behaviors, and how to manage their time and their lives. For a workshop outline, [click here](#). To register, [click here](#).

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Public Workshops

[Outclass Your Competition](#)

A 5-hour Business Etiquette and Dining Tutorial workshop.

August 6, 2009 (Des Moines), November 19, 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.

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.

July 14-15, 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)

[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

"It's not what we do now and then that counts - it's what we do every day, every time, and with every single customer that really counts."

- Ron Kendrick

Ever think, "Oh, I'll wait until tomorrow" when implementing change or considering new goals?

All of us do, but recognize it as self-defeating behavior. Whether it's putting off working on customer relations or marketing research, the "it can wait" attitude can sabotage all the work a good professional image can do for you. No matter how ready you feel to step forward in the world of business, if you aren't ready to change your behavior along with your perspective, you won't get very far. After putting in a great deal of work, don't waste it all by stalling the execution of the changes you are considering. If you aren't moving forward - you aren't staying put, you are moving backward. In the fast-paced global arena, waiting to change your outdated image and perspective will do serious harm to your business and your bottom line.

By moving forward and being current, giving the same care and consideration to your business everyday, you will see results. Big ones, in fact.

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