



Tero® International, Inc.

Experts in the design and facilitation of interpersonal skills training programs

May 2007

Tero® International's Monthly eZine



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Tero® International, Inc.

Public Workshops

2007

June 14	World Class
June 15	World Class
June 21-22	IMPACT® – How To Speak Your Way To Success
July 12	Image and Influence: Polishing Your Professional Look
July 16-20	Outstanding In Life: Life Skills For Young People

Welcome to Tero® International's Monthly eZine

Change, and its apparent role in achieving success, has become one of those popular topics. Experts weigh in with opinions on it, books get published about it and speakers extol the virtues of it. Yet, for most of us, change remains mysterious and scary even as we see it happening in our own lives at a dizzying pace.

This month's eZine focuses on change. The feature article offers insight into how to make a significant change while preserving relationships of the past. The sidebar provides both a serious and a humorous look at change. The professional development activity challenges you to make yourself more change-ready. The Inspiration section highlights the role of attitude and change.

Yes, change is everywhere. This is also true at Tero and we have many of our eZine readers to thank for it. The results of our eZine survey are in and have been sliced and diced into a format we can glean insight from. Those of you (we were overwhelmed by the huge response rate) who were kind enough to respond to our recent eZine survey, provided us with valuable information to help us challenge ourselves and incorporate changes that will make this free publication even more useful to readers on their professional development journey.

Here's a summary what we heard from you:

Almost 95% of respondents said they read or skim the eZine for useful content, 90% rate the Tero eZine equal to or better than similar publications they receive, 70% are pleased to receive the eZine as it currently is, and 55% contact Tero as a result of the eZine. Favorite sections include: Inspiration, Feature Article, Ask Tero and Professional Development

July 19-20	Communicating Effectively For Young People
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
December 13-14	Time Management Through Goal Setting

Tero® International

A humorous look at change

Change occurs every day, and some change is historical.

Technology is an example of how rapid change can occur. A computer you purchased six months ago is suddenly outdated, the basic cellular phone you contracted for one year ago now has a camera and a video feature. It can be a challenge to deal with changes in technology, especially if it is not natural to you.



receive the eZine as it currently is, and 55% contact Tero as a result of the eZine. Favorite sections include: Inspiration, Feature Article, Ask Tero and Professional Development Activity. Typical of the need for change, even with this helpful and good news, changes were also called for.

Change #1

Some eZine readers are having difficulty viewing the eZine. That's changed (we hope)! This month we implemented a suggestion from the survey to provide a link on the Tero website to access the eZine to make viewing easier for individuals who have difficulty due to security settings, format challenges, eZine size or some technological mystery. To access the link, visit www.tero.com. In the *About Tero* dropdown menu, click on *Tero Newsletters*. There you will find a link to a pdf of the eZine. This change also makes printing the eZine easier (another piece of feedback we were happy to receive).

Change #2

Readers indicated an interest in referencing previous eZines. Since Tero replaces the eZine monthly, the only way to do this in the past was to print the desired issues and file them away (the old fashioned way). That's changed! In the Tero Newsletters section of the Tero website (in the About Tero dropdown menu) previous issues can be accessed in a pdf format and printed.

Change #3

Readers particularly liked issues that were themed around topics explored in Tero workshops. This month's theme is 'Change'. Next month, the theme is 'Leadership'. [Click here](#) to let us know about your idea for a theme for a future eZine.

Special thanks go to Tero Intern and Drake University Masters Program student, Sirintaraporn (Start) Soratkittiya, who very capably led the Tero eZine survey project. Her study and her final report were so well done and impressive that her professor has asked to use it as an example for students in the future. We are very proud of Start on this achievement and grateful for the insights her study offered Tero about making changes that will strengthen the eZine. Thank you to all our eZine readers who participated in this survey.

[Click here](#) to view Tero's May 2007 eZine in pdf format.

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

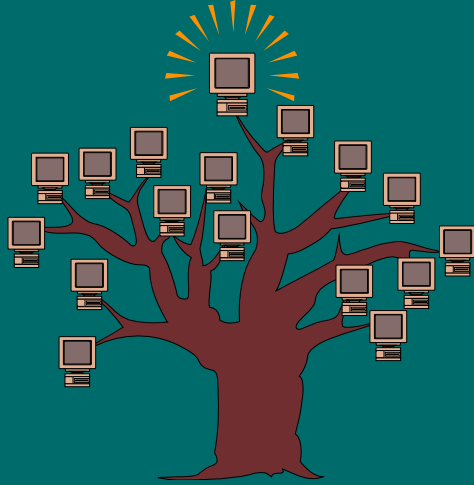
A 1/2-day workshop on polishing the message your appearance sends and discovering the best way to present yourself.
July 12 (Omaha), September 18 (Des Moines)

IMPACT® - How To Speak Your Way To Success

A 2-day workshop on speaking confidently and persuasively.
June 21-22 (Des Moines), August 2-3 (Des Moines), September 13-14 (Des Moines)

Notes about IMPACT workshops:

June 21-22 workshop is full. To reserve a spot on the waiting list, click below.
August 2-3 workshop was recently added to the summer calendar to accommodate the overwhelming response for this training



Below is an email forward that has circled and a fun reminder of how much technology has changed in just the last decade.

You know you're living in 2007 when...

1. You accidentally enter your password on the microwave.
2. You haven't played solitaire with real cards in years.
3. You have a list of 15 phone numbers to reach your family of three.
4. You e-mail the person who works at the desk next to you.
5. Your reason for not staying in touch with friends and family is that they don't have e-mail addresses.
6. You pull up in your own driveway and use your cell phone to see if anyone is home to help you carry in the groceries.
7. Every commercial on television has a web site at the bottom of the screen.
8. Leaving the house without your cell phone, which you didn't have the first 20 or 30 (or 60) years of your life, is now a cause for panic and you turn around to go and get

August 2-3 workshop was recently added to the summer calendar to accommodate the overwhelming response for this training.

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)

WorldClass: How To Succeed In the International Arena

A 1-day workshop on cross-cultural preparedness training
June 14 (Cedar Rapids), June 15 (Des Moines)

Outstanding In Life - Life Skills For Young People

A 5-day workshop on personal and interpersonal skills for young people (recommended for high school seniors and college freshmen)
July 16—20 (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 not been able to locate information on this so I thought I'd ask you! What is the appropriate way to arrange information on a name tag? I think it should be name, title and company but I'm not sure. Thanks for any help you can provide!

Tero® says: As far as name badges go, here are some hints:

Name badge worn on right.

Only professional titles need be used (Dr., Judge, etc.).

Company name and city needed if people are in attendance from differing organizations or cities. Place name, then company, then city/location.

Use a type font that is large and clear enough to be easily read.
This is especially advisable for the name portion of the badge.

Companies that host may wish "Host" to be on their badge or color code badges so hosts can easily be identified. It can be helpful for guests.

Use titles if the occasion necessitates it. The title goes directly under the name. In the U.S. the more formal the occasion, the more appropriate the use of titles. With international groups, always include titles. Remember to always provide good quality writing utensils for guests to use if they are self made nametags, and a small waste can for the peel off backs. When you create them ahead of time using the computer, they look more professional.

30 (or 60) years of your life, is now a cause for panic and you turn around to go and get it.

10. You get up in the morning and go on line before getting to your coffee.

11. You start tilting your head sideways to smile. :)

12. You're reading this and nodding and laughing.

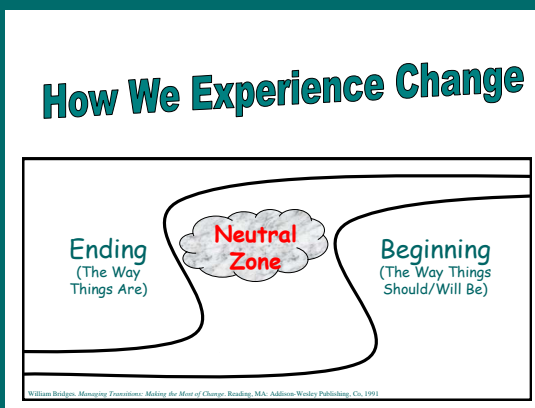
13. Even worse, you know exactly to whom you are going to forward this message.

14. You are too busy to notice there was no #9 on this list.

15. You actually scrolled back up to check that there wasn't a #9 on this list.

A serious look at change

William Bridges model of transition (presented in his excellent book *Managing Transitions*) is our favorite change model at Tero because it describes how change feels to those going through it.



In the Bridges model, the change is

also if they are on your side, and a small waste can't be the person behind when you create them ahead of time using the computer, they look more professional.

Question: How do you politely inform someone to stop "snapping" their gum?

Tero® says: This is a tough one! There is no polite way to ask someone to stop snapping gum unless they are a direct report, or you have a company policy concerning gum chewing (and then it would be up to their manager to address it). If the person works with you and is a direct report, you can address this and be to the point. Otherwise, there is no polite way.

We are so glad you raised this question. People often fail to realize how gum detracts from professionalism. You will see people chewing gum when being introduced, at a business dinner, when giving a presentation, etc. Gum chewing in business settings exudes a nervousness and casualness that can alter whether or not we are taken seriously.

Your question will be a helpful reminder to all of us that our behaviors' are constantly evident, and potentially affecting those around us. The more conscious we can be concerning our habits and presence, the more it will help ensure we are never offensive and always present ourselves professionally when it comes to gum!

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

Feature Article—Bridges' Advice: Don't Burn Your Bridges by Jennifer Chittenden

It's a typical day at the office. Each hour drones on, and you emit a silent cheer with each that passes. Your neighbor has a radio set a little too loud, and you've heard that same soft rock classic three times already today. Perhaps your neighbor is singing along. The neighbor on your other side is having their usual argumentative phone call with their kid, who just arrived home from school and wants to go to a friend's house—but they don't want their kid to go to *that* friend's house.

When these nuisances have become the very things you recall from day to day, rather than work or project-related situations, obviously the motivation isn't there, perhaps leadership is absent, nor is it the environment you seek. It's time to change jobs. This sounds simple enough, until the new job appears and you're supposed to review about the one you're leaving. With the new position in sight, the old job appears stale, unattractive, and bland. How tempting it would be to just grab everything, old and new, that you've stuffed in the gripe closet and throw it at the old job in a haste of good riddance? Tempting? Yes. Good choice? Never.

[Click here](#) for the full article

Professional Development Activity—Practice Makes Perfect

One of the synonyms for change is transform. Change has the power to do that, so why do we tend to avoid it, or even resent it when it happens? Change necessitates we become conscious. We have to think and act not out of unconscious habit but with great awareness and intent. Have you ever taken a golf lesson and had to change how you gripped the club? Or had your office rearranged and things you use daily were all of a sudden not where you thought they would be? Suddenly you had to think!

The development activity for this month is to consider one change you can make. It can be as simple as going for coffee at a different venue, to trying to change your thoughts about things. For instance, what would happen if every time you began thinking a negative thought, you

In the Bridges model, the change is experienced first as an ending—a letting go of the way things were. Then, people go through what he calls “the Neutral Zone” where nothing is familiar anymore. After the dust settles and people begin to get used to the new way of doing things, they finally enter the new beginning.

Obviously, there are a lot of reasons changes fail. Each failed change has its own special blend of things gone wrong. However, the one common element to most failed change efforts is that people entered it without adequately understanding the process of change. For example, how long should change take? How does it affect us?

During change, it is important to imagine a picture of what things will look like when the change is complete. To begin the journey, we need to leave the familiar and go into the fog of the unknown (the neutral zone).

There are several predictable things you can expect to occur when you enter the neutral zone.

We tend to lose focus

Productivity is likely to drop as we struggle to let go of old ways of doing things and learn new tasks or processes.

Sometimes we overreact and even entrench.

We dig in our heels on issues that normally would not be that significant to us—these issues are generally symbolic and/or emotional at their root.

Because of this, a lot of us stop the process of change and return to the old as soon as we realize there might be a risk and discomfort.

simple as going for coffee at a different venue, to trying to change your thoughts about things. For instance, what would happen if every time you began thinking a negative thought, you simply changed it, and thought about the particular thing or event positively? How might that influence your actual experience and reality?

If you “practice” change, and learn about how you respond and relate to it, you will handle life’s big or unexpected changes in a more informed way. Change happens, so like anything else, practice can make it more perfect.

What’s New at Tero®?

Tero wins two IABC/Iowa Bronze Quill Awards

On May 2nd, Tero was awarded two Bronze Quill Awards by the International Association of Business Communicators (IABC) Iowa Chapter. Tero’s elegant 2006 Executive Retreat invitation received an award in the category of Special Publications, and Tero’s Teal Folder Project received an award in the category of Marketing Communications.

Kayla Scott joins the Tero team. Kayla Scott joins Tero International this summer as a Marketing Communications/Production Intern. Kayla arrives from Northwest Missouri State University in Maryville, MO, where she is studying Public Relations.

Tero’s intern program creates change on a constant basis, as internships continue for as little as six months to as long as a few years. Working with new skill sets and listening to fresh ideas is a tremendous advantage, and a situation of change that takes a conscious effort to remain open-minded.

What You Can Do Online—Provide Your Feedback

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 Tero’s website at www.tero.com to give us your feedback.

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

Inspiration—Things to Think About

“You cannot control what happens to you, but you can control your attitude toward what happens to you, and in that, you will be mastering change rather than allowing it to master you.”

-Brian Tracy

Our attitude is always in our control. Real change, however, is often precipitated by events that are either out of our control or difficult. This may bring about in us a negative attitude.

It is human nature to desire constancy and a stable environment, yet it is a law of nature that change will happen. Even when we cannot control the circumstances, we can identify the parts of the situation we might influence. The most important of these is our attitude.

Feeling our negativity, then letting it pass through us, we can begin to exert our energy to move ourselves on, using a more positive, balanced attitude.

As we see in nature, change may happen by what seem harsh, abrupt forces, yet rebirth, new growth and great beauty arise out of what seemed uncontrollable. Nature masters change

we realize there might be a risk and discomfort.

Challenge yourself to resist the temptation to avoid change and return to the old. Approach change with the realization that change is uncomfortable, productivity will suffer for a while and failure is an inevitable step on the path to productive change

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As we see in nature, change may happen by what seem harsh, abrupt forces, yet rebirth, new growth and great beauty arise out of what seemed uncontrollable. Nature masters change. Could we too, if we master first our attitude, and let it help carry us through?

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