



November 2006

Tero® International's Monthly eZine



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**Tero® International, Inc.**

**Public Workshops**

November 28-29	Time Management Through Goal Setting
December 5-6	IMPACT® - How To Speak Your Way To Success
December 6	Outclass Your Competition
2007 January 25	Image and Influence
February 15-16	IMPACT® – How To Speak Your Way To Success
March 1-2	MORE IMPACT®

**Welcome to Tero® International's Monthly eZine**

Welcome to the November eZine. In our October eZine, we encouraged you to reflect on the past, consider the things you are grateful for, and give thanks. Many of you participated in Tero's® **Put it in Writing Thank You Campaign**. If you missed the chance, or have more people to thank, click below to request a complimentary supply of thank you cards.

Click here for a supply of thank you cards. Type "requesting Thank You Cards" in the subject line and include your name and mailing address in the body of the email. For ideas and tips for writing your thank you notes, Click here.

This month, we encourage you to look forward and thoughtfully consider your future. Think about the obligations and responsibilities you are committed to or are willing to sign on for. Make a personal commitment and consider publicly affirming what you intend to do. Check out the Professional Development Activity to think about the things that are most important to you. Read our feature article—***I hereby declare, under oath***, to learn about Tero® President, Ro Crosbie's, recent experience with taking an oath. Plan to drop by Tero's® Red, White and Blue Party on Friday, December 8.

If the security and firewall settings on your computer are making it difficult to view this eZine in its complete format, click below to view the November eZine. This link is valid for approximately one month when this eZine will be replaced with a new one.

Click here to view Tero's® November 2006 eZine

We continue to be pleased with the number of requests from our eZine readers to receive a

March 1-2	MORE IMPACT® Advanced Presentation Skills
March 8-9	Team Dynamics
March 28-30	Selecting and Leading Top Performers
April 3	Image and Influence
April 12—13	IMPACT® – How To Speak Your Way To Success
May 3	Outclass Your Competition
May 3	Image and Influence
May 3-4	Sales and Service: Building Customer Relationships
May 15-16	IMPACT® – How To Speak Your Way To Success
May 17	Outclass Your Competition
May 17	Image and Influence
June 14	World Class
June 15	World Class
June 21-22	IMPACT® – How To Speak Your Way To Success
August 9-10	Beyond Compromise™

We continue to be pleased with the number of requests from our eZine readers to receive a complimentary set of our award-winning **Tero® Cards**. To receive your own personal set of this easy-to-use, fun, forced-sort card deck that helps identify the “mission critical” competencies that are essential to your success, [click here](#). Type “requesting Tero Cards” in the body of the email and include your name and mailing address.

### **Tero® International Public Workshops**

#### **Outclass Your Competition**

A 5-hour Business Etiquette and Dining Tutorial workshop.  
*December 6 (Des Moines), May 3 (Cedar Rapids), May 17 (Omaha)*

#### **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.  
*January 25 (Des Moines), April 3 (Des Moines), May 3 (Cedar Rapids), May 17 (Omaha)*

#### **IMPACT® - How To Speak Your Way To Success**

A 2-day workshop on speaking confidently and persuasively.  
*December 5-6 (Des Moines), February 15-16 (Des Moines)  
April 12-13 (Des Moines), May 15-16 (Omaha), June 21-22 (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.  
*November 28-29 (Des Moines)*

#### **Team Dynamics: The Art of Bringing Out The Best In Others**

A 2-day workshop on improving team relations for success.  
*March 8-9 (Des Moines)*

#### **MORE IMPACT®: Advanced Presentation Skills**

A 2-day workshop for **IMPACT®** graduates to take their presentation skills to the next level  
*March 1-2 (Des Moines)*

#### **Selecting and Leading Top Performers**

A 3-day workshop on recruiting, interviewing and leading top performers  
*March 28-30 (Des Moines)*

#### **Sales and Service: Building Customer Relationships**

A 2-day workshop on interacting more effectively with customers  
*May 3-4 (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)*

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

## Tero® International

The goal of strategic, skill-building training is to produce lasting behavior change in the people who attend. Critical to success are two elements:

### 1. A great training program

At Tero®, we take instructional design seriously. Our research and development team invests 50—60 hours of research, program design and development for every one hour of proprietary curriculum that is delivered in a workshop—an investment that is significantly greater than average.

### 2. Outstanding facilitation

Have you ever seen an excellent training program fail because of poor facilitation? Effective training programs are only part of the solution. Great content in the hands of a poor trainer does not produce desired results. Tero® trainers, who themselves have received hundreds of hours of education in facilitating learning, lead these state of the art programs.

**Beyond these two elements, can even more be done to ensure the maximum return on a training investment?**

**At Tero®, we believe the answer is yes.**

While the application of the skills and knowledge gained in training is ultimately (and most appropriately) the responsibility of the individual (s) who participated in and/or commissioned the training, Tero® makes available a number of resources to assist with the challenges of moving from knowledge to action.



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 to become a better professional. Thank you for the continued responses we receive each month.

**Question:** Is it appropriate for the host to ask his/her guests to remove their footwear when entering a private home?

**Tero® says:** A host's main responsibility is to make his/her guests feel welcome and comfortable. By asking guests to remove their outdoor footwear, there is a risk that they may feel uncomfortable. This is especially true if a person's socks or hose contain a hole that might be embarrassing to reveal. If removing outdoor footwear is a practice you want to have observed in your home, Tero® recommends that you alert your guests of your wishes in advance. An extra kindness is to provide guests with alternative, comfortable footwear to wear while in your home (warm, substantial slippers—not the flimsy, slippery, unattractive little bag-type slippers provided at airport security screening points). What about the guest faced with the command to remove one's shoes when entering a private home? Tero® recommends that you err on the side of being gracious and comply with the request unless non-compliance would present a medical or other hardship. Since many homeowners, especially in inclement weather, would like to make such a request of their guests but don't for fear of creating an uncomfortable situation, a savvy guest will make the offer to remove his/her shoes and then smile kindly when the host assures them that it will not be necessary.

**Question:** Should you thank someone that brings you a hostess gift?

**Tero® says:** You do not need to say more than verbal thanks, due to the fact that the gift is a response to your generosity. However, if reflecting on the kindness the gift conveys you find you wish to write a note to express your appreciation, it would be appropriate to do so. A host cannot go wrong thanking a guest for a gift. However, if guests who did not bring gifts are present, it is best to thank those that did sincerely but briefly in the other guests' presence, so as not to embarrass the guests who neglected to remember this kindness. If this situation occurs, find a personal time with the gift bearer at some point during the event to express more specific thanks, or send a personal note after the event elaborating on your thankfulness.

**Question:** What attire do you recommend for an important meeting?

There is rarely one right way to dress for a meeting but there is always an appropriate way. Ask yourself two questions when selecting your attire. First—what is the context of this meeting? Second—how do I want to be perceived? Context will help you decide how formal or informal you may want to go with your choice of attire. Perception will help you narrow the range of choices with respect to things like contrast and color. For example, if you want to appear very confident and powerful, you will want to choose high contrast (i.e., dark suit, white shirt or blouse). If you are concerned about appearing too aggressive and instead want to be perceived as agreeable and friendly, choose low contrast (i.e., blue suit, blue shirt or blouse).

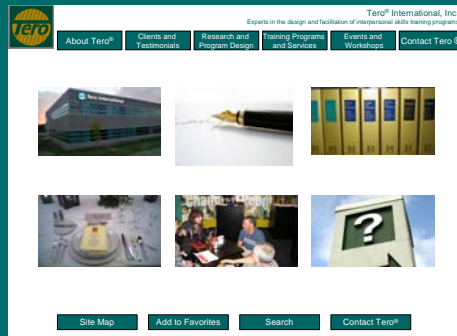
[Click here](#) to ask Tero® a question



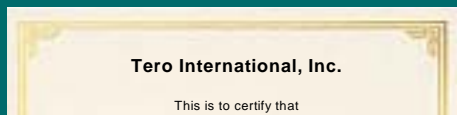
Participants in all Tero® workshops receive a helpful resource manual that serves as a useful reference after the workshop is over.

Immediately following the workshop, participants complete a brief evaluation. Participants may include their name but it is not required. The evaluation invites feedback about:

- The usefulness of the workshop
- The skill and knowledge of the trainers
- Suggestions for improvement
- Other programs that might be useful



Participants are invited to visit Tero's website where useful information and resources can be accessed for follow-up.



## Feature Article—I hereby declare, on oath . . . by Rowena Crosbie

Many professions require their members to take oaths (doctors, clergy, attorneys, police officers, elected officials – to name a few). We take an oath when we serve on a jury or testify in court. We exchange vows when we marry. But, taking an oath happens rarely enough in our lifetimes that it causes us to pause and reflect on the obligations and responsibilities we are agreeing to. At Thanksgiving, as we reflect on the past and the many things we are grateful for, it seems timely to also think about the future and the promises we intend to uphold.

November 17, 2006 was a big day. It was the day I took The Oath of Allegiance and became a citizen of the United States of America. It was the day I publicly affirmed my intention to fully honor and respect the freedoms and opportunities that citizenship offers me.

[Click here](#) for the full article

## Professional Development Activity

Albert Einstein once said, if he could send just one message to the world it would be “never forget that the fruits of our work are not final in themselves”.

Productivity is meant to make our lives easier, but we should not allow ourselves to be mere slaves of production. This month, take the time to evaluate the larger questions in your life:

Who am I?  
 What do I stand for?  
 What are my values?  
 What is really important to me?  
 Am I proud of what I did today?  
 What do I want to do with my life?

The answers to these questions will help you begin thinking beyond your day-to-day obligations and responsibilities and help frame your future.

## What's New at Tero®? - A Red, White and Blue Party

Help Ro Crosbie celebrate her U.S. Citizenship by joining us at Tero's® Learning Center for a Red, White and Blue party on Friday, December 8. It will be an open-house so feel welcome to drop by anytime between 3:30 p.m. and 7:30 p.m. Appetizers and beverages will be provided. Wine (red and white) and beer (blue cans) will be served to coordinate with the red, white and blue color theme. In addition to socializing and networking, you'll have a chance to test your knowledge of U.S. history and government by reading through the sample civics questions that candidates for naturalization study.

### Tero's® Learning Center in Des Moines is located:

1840 NW 118th Street, Suite 107  
 Clive, Iowa 50325  
 515-221-2318  
[training@tero.com](mailto:training@tero.com)

See side bar for a map to the Tero® Learning Center.



In the two weeks following the workshop, participants receive:

- A congratulatory letter
- A certificate of completion
- Their first **IMPACT**® newsletter

One month after the workshop, participants receive their first monthly Tero eZine

Two months after the training, participants receive:

- A follow-up evaluation to collect data around how the skills and knowledge have transferred to the real world
- Information about other programs they have expressed interest in.

When requested by clients, Tero® is also pleased to send out weekly or monthly email follow-up assignments to program graduates to help them keep the new skills alive.

In longer courses of study, Tero carries out in-depth data collection through pre-, post-, post-, post- tests which are later analyzed for their statistical significance. Informal, testimonial and observational data are also collected to form a more complete picture of the success of training.

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### 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](http://www.tero.com) to give us your feedback.

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

### Inspiration—Things to Think About

We grow from our efforts and our experiences. We grow from watching others. We also grow from the guidance, advice and feedback from others. One of the most important things a leader is called upon to do in their role as a leader is to provide others with feedback.

What kind of feedback helps another person to grow? What kind of feedback stifles growth? Is feedback active or passive? Consider these often quoted speech excerpts from Theodore Roosevelt, 26th President of the United States, when considering the best way to provide others with the type of feedback, guidance and role model they may need for growth.

*"...the man who really counts in the world is the doer, not the mere critic—the man who actually does the work, even if roughly and imperfectly, not the man who only talks or writes about how it ought to be done." (1891)*

*"Criticism is necessary and useful; it is often indispensable; but it can never take the place of action, or be even a poor substitute for it. The function of the mere critic is of very subordinate usefulness. It is the doer of deeds who actually counts in the battle for life, and not the man who looks on and says how the fight ought to be fought, without himself sharing the stress and the danger." (1894)*

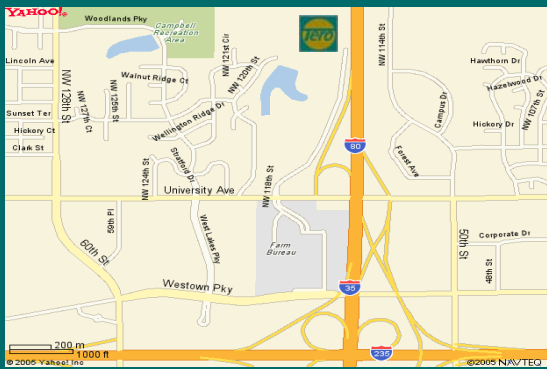
*"It is not the critic who counts: not the man who points out how the strong man stumbles or where the doer of deeds could have done better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood, who strives valiantly, who errs and comes up short again and again, because there is no effort without error or shortcoming, but who knows the great enthusiasms, the great devotions, who spends himself for a worthy cause; who, at the best, knows, in the end, the triumph of high achievement, and who, at the worst, if he fails, at least he fails while daring greatly, so that his place shall never be with those cold and timid souls who knew neither victory nor defeat." ("Citizenship in a Republic," Speech at the Sorbonne, Paris, April 23, 1910)*

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To contribute your ideas for future eZines, [click here](#)

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