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**Tero International, Inc.**

**Public Workshops**

2007

December 6	<u><a href="#">Outclass Your Competition: Business Etiquette and Dining Tutorial</a></u>
<u><a href="#">Register now</a></u>	
December 13-14	<u><a href="#">Time Management Through Goal Setting</a></u>
<u><a href="#">Register now</a></u>	

**Public Workshops**

2008

January 9-10	<u><a href="#">IMPACT: How To Speak Your Way To Success</a></u>
<u><a href="#">Register now</a></u>	

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 November 2007 eZine.
2. Visit [www.tero.com](http://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**

Where do the themes for Tero's monthly eZine come from? As with many things, Tero clients guide the decisions. This month is one such example. We were wondering why Tero's negotiation skills class is in such high demand lately. We've customized and facilitated the *Beyond Compromise: A Better Way To Negotiate* workshop more often in the past several months than in the past several years. Why is that? Tero clients report the increasingly competitive nature of the marketplace is causing them to look more closely at how people are interacting and negotiating internally (with peers, managers and employees) and externally (with vendors and customers). Since it is impossible to talk about negotiations without also touching on the delicate subject of ethics, this is not only a topic of discussion in Tero workshops but is also the theme of this month's eZine. And we hope, a catalyst for ongoing dialogue for our readers.

Most of us would agree that we have been there. Facing the fork in the road and knowing the right path, but eyeing the other. We feel the pull and the tug of weighing the consequences of our choice. It's an uncomfortable place because our conscious and our desires have a somewhat sibling rivalry relationship. When it comes to ethics in business, we're dealing with this internal rivalry almost daily. The article this month provides insight on our trusting nature and balancing some healthy skepticism with trust in the workplace.

<a href="#">Register now</a>	<a href="#">Your Way To Success</a>
February 19-20	<a href="#">IMPACT: How To Speak Your Way To Success</a>
<a href="#">Register now</a>	
February 21	<a href="#">Image and Influence: Polishing Your Professional Look</a>
<a href="#">Register now</a>	
February 28	<a href="#">Outclass Your Competition: Business Etiquette and Dining Tutorial</a>
<a href="#">Register now</a>	
March 18-19	<a href="#">IMPACT: How To Speak Your Way To Success</a>
<a href="#">Register now</a>	
April 22	<a href="#">Image and Influence: Polishing Your Professional Look</a>
<a href="#">Register now</a>	
April 23-24	<a href="#">IMPACT: How To Speak Your Way To Success</a>
<a href="#">Register now</a>	
May 20-21	<a href="#">IMPACT: How To Speak Your Way To Success</a>
<a href="#">Register now</a>	
May 22	<a href="#">Image and Influence: Polishing Your Professional Look</a>
<a href="#">Register now</a>	
June 17-18	<a href="#">IMPACT: How To Speak Your Way To Success</a>
<a href="#">Register now</a>	
June 19-20	<a href="#">Beyond Compromise: A Better Way To Negotiate</a>
<a href="#">Register now</a>	

## Customer Relationships



and balancing some healthy skepticism with trust in the workplace.

The side bar illuminates a new view of the customer relationship structure while a professional development exercise helps you analyze your own customer relationship methods in your organization. Also in the side bar is a close look at an Iowa Hero and how you can help further an important and inspirational mission.

Be sure to visit the Tero Resources Section to learn about two exciting new Tero Resources. One for health care professionals. The second for parents of children ages 12-17.

If you've ever found yourself needing meeting space in Des Moines, you'll want to take a look at the Tero Learning Center located conveniently in Des Moines, Iowa and equipped with state-of-the-art audio-visual technology and other advantageous learning features. This is featured in the What's New Section. Also continue to travel along on our recent tradeshow trilogy as we journal the events. There are lots of great pictures and even videos for viewing.

What do I do now? You can continue reading, skip to the parts you want to read, delete it from your inbox, or read it at another time.

The choice is yours.

### Tero International Public Workshops

#### **Outclass Your Competition**

A 5-hour Business Etiquette and Dining Tutorial workshop.

*December 6 (Des Moines)*

*February 28, 2008 (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.

*February 21, 2008 (Des Moines)*

*April 22, 2008 (Omaha), May 22, 2008 (Omaha)*

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

A 2-day workshop on speaking confidently and persuasively.

*January 9-10, 2008 (Des Moines), February 19-20, 2008 (Des Moines)*

*March 18-19, 2008 (Des Moines), April 23-24, 2008 (Des Moines)*

*May 20-21, 2008 (Des Moines), June 17-18, 2008 (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), July 24-25, 2008 (Des Moines)*

#### **Beyond Compromise: A Better Way To Negotiate**

A 2-day workshop on negotiating win/win solutions and handling conflict.

*June 19-20, 2008 (Des Moines)*

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

Ask Tero



*By Paul Greenberg, The 56 Group, LLC*

CEM and CRM stink as acronyms.

In fact, about 10 months ago, Disney Destinations, the travel agency arm of Disney changed its "CRM" acronym to "CMR," calling it a slight change in philosophy. The change went from "customer relationship management" to "customer managed relationships."

Slight change?

We don't think so.

This is an important recognition by Disney, which always seems to stay ahead of the curve, that the customer now dominates the business ecosystem, and any business that wants to be successful needs to not only recognize the fact but also actually rethink its business model and its strategies.

Most companies are paying homage to the Customer 2.0 version they are noticing is out there. But it's the execution that counts, not the accolades. In other words, customers doesn't want to hear from the company that they are important, they want to actually feel important to the company and get what they need from the company. For real.

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:** My company has hired two new Mexican employees for my department. As the manager, how can I effectively communicate and build a good working relationship with my new direct reports?

**Tero says:** Personal attention can reduce cultural barriers. Each morning, a handshake and greeting are appropriate (this is appropriate for all your direct reports). A few words of courtesy in Spanish such as "please" ("por favor") and "thank you" ("gracias") will help develop a sound working relationship. Always display respect in public. Avoid confrontation in front of other Hispanics or others. If an employee's work habits need to improve, discuss them privately. In the Hispanic culture, family is given priority. To establish rapport, inquire about the person's family members—especially if you have met them. Finally, contrary to many other cultures, a tap on the arm or pat on the back is accepted gesture of friendliness.

**Question:** Please explain Japanese team negotiations.

**Tero says:** Business negotiating teams often appear to operate in the U.S.A. as teams from different firms meeting and initiating freewheeling interchange. During this free exchange of ideas, managers of the same company may even be in open disagreement with each others ideas as part of the negotiation discussions. In Japanese companies, a corporate team reaches a consensus on issues before it meets with another company. The Japanese negotiating team generally appoints a spokesperson, who then expresses this consensus.

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

### **Feature Article - Presumed Innocent: The Pitfalls of a Trusting Nature** by Rowena Crosbie

Presumption of innocence is a fundamental right in most civilized countries. In criminal trials, the burden of proof rests on the prosecution which is required to meet a threshold of reasonable doubt in the presentation of evidence. So indoctrinated are we to the concept that a presumption of guilt is regarded as immoral. To that end, business practices, such as pre-employment drug testing, are frequently the target of rights activists who believe such practices violate the principle by requiring job candidates to prove themselves innocent.

Beyond law and order, the presumption of innocence has implications in all aspects of our lives. From parenting to education to business to politics, and everything in between, we are continuously challenged to assume the best in others and suffer the disappointment and consequences when our trust turns out to have been misplaced.

In the business world, leaders are encouraged to build a culture of trust. Evidence of this consistent message to leaders was revealed through a casual google search on the words 'trust' and 'leadership' that yielded over 21 million hits. Nearly all of the volumes of books, articles, classes and speeches on the subject extol the virtues of trust, remind leaders that employee surveys reveal a deficit of trust, and encourage leaders to trust more and assume the best. After all, presuming innocence is not only an essential moral foundation of a civilized society but it is also sensible business practice. Or is it?

# Cast Your Vote for an Iowa Hero

## Marilyn Adams!



Farm Safety 4 Just Kids Founder, Marilyn Adams, has been selected as one of the top 10 semi finalists for the prestigious Volvo for Life Award.

Please take a moment to recognize Marilyn's extraordinary work in protecting farm children by clicking on the link below and voting for her and forwarding this message to others.

It was 1986 when Marilyn Adams 11-year old son, Keith, suffocated in a gravity flow wagon of shelled corn on the family's Earlham, Iowa farm.

Marilyn turned her profound grief into a campaign to promote farm safety

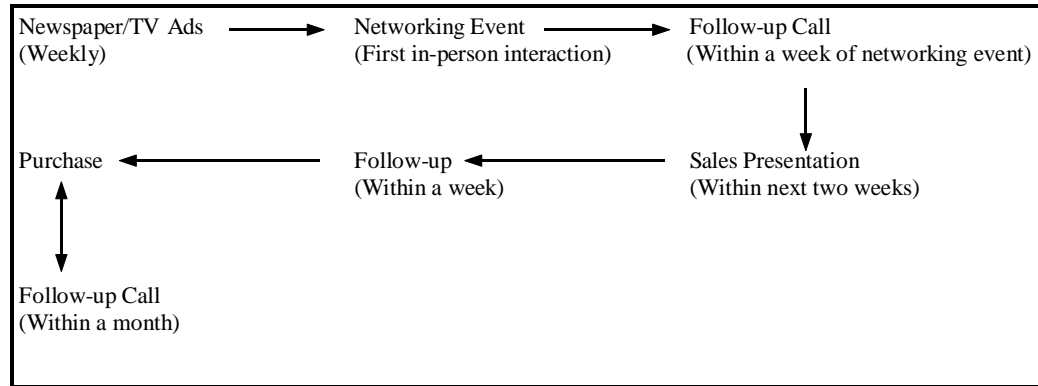
society but it is also sensible business practice. Or is it?

[Click here](#) for the full article

### Professional Development Activity - Map the Client Road

A person can't truly understand another person without first taking the time to walk in their shoes. The client is the most important figure in your company. This exercise is help you follow the path your clients takes when they encounter your company, to help you determine if any changes in this process are needed.

Map out where customer interactions take place currently and the path they generally follow. If you advertise, cold call, or network, make sure to include these interactions as well. Below is a simple sample of what it might look like.



Feel welcome to draw multiple maps if they apply, and strive to gather every kind of encounter a customer might have with your company. Include names of the individuals from your company involved in the process and timelines, add pictures. Your goal is to clearly see what your customer sees.

### Resources: Parent Resources

#### The Challenges Facing Health Care Monograph and Hospital Assessment Inventory

What are the 10 most critical changes impacting healthcare? What are the 6 greatest predictors of a positive overall rating on the HCAHPS survey? What is the 1 most important thing healthcare leaders can and should address?

In pursuit of the answers to these and other important questions, Tero conducted an intensive research study on the challenges facing health care and the implications around employee development. The result of this research is contained in a Monograph published by Tero International. A companion Assessment Inventory was designed to help health care professionals assess their organizational strengths.

To receive a complimentary copy of this Monograph or the Assessment Inventory, [click here](#). Indicate in the body of the email if you are requesting the Health Care Monograph, the Hospital Assessment, or both.

Marilyn turned her profound grief into a campaign to promote farm safety awareness and spare other families the same heartache she endured. Farm Safety 4 Just Kids was founded in 1987 by this mother, farm wife, and Iowa hero.

Under Marilyn's leadership, the organization's more than 3,000 members in 137 chapters, and the many corporate supporters of Farm Safety 4 Just Kids, are credited with a key role in reducing fatal farm injuries among children to only 1/3 of what they were at the time of Keith's death. Today, 20 years later, Marilyn continues to travel and speak as a child farm safety advocate.

Since 2002, Volvo has given every-day heroes like Marilyn nearly \$5 million in funding and awards to help them continue their extraordinary work on behalf of their communities.

From November 1, 2007, to January 7, 2008, the public has the chance to vote to help decide the finalists in Safety, Quality of Life, Environment – and the Butterfly Award for children 16 and under.

The heroes you choose could receive up to \$100,000 in funding – or even a Volvo for life!

If Marilyn is selected the winner in the Safety Category, all proceeds will go directly to Farm Safety 4 Just Kids enabling the organization to continue teaching safety and health to rural children and their families!

Visit [www.fs4jk.org](http://www.fs4jk.org) and click on the “Join the Vote” link or visit [www.volvoforlifeawards.com](http://www.volvoforlifeawards.com) to cast your vote!

Hospital Assessment, or both.

## Parent Resources

For more than a decade, Tero graduates have been asking for tips on how to bring the skills explored in Tero workshops to their children. Tero is pleased to announce the introduction of a Parent Resource designed especially for this purpose. [Click here](#) to learn more about Tero's Outstanding In Life; A Parent Resource.

## What's New at Tero?

Last year, we made the Tero Learning Facility available for rental. To make this resource easier for our clients, we've added this information to our website alongside an online room reservation form.

## Ten Great Reasons to Rent the Tero Learning Facility for Your Meeting

1. You need a quiet and retreat-like meeting space.
2. Lots of free parking and no hassle with downtown traffic.
3. Hotels and restaurants are within walking distance—great for out-of-town guests.
4. Wireless connection—you can still check email away from the office.
5. Special built-in soundproofing. Know that your meetings are private and confidential.
6. An abundance of natural light to enhance energy and stimulate thinking.
7. State-of-the-art audio-visual technology and sound system.
8. Aromatherapy machine.
9. Comfortable seating—over a dozen seating options.
10. Live green plants and water features throughout the facility.

[Click here](#) for information about Tero's Learning Center.

## Tradeshow Updates

October was a busy month of tradeshow. [Click here](#) to check out (insert site) to view photos and reviews from the shows.

## 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 the Tero 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

*“Relativity applies to physics, not ethics”*

Albert Einstein

German born American Physicist who developed the special and general theories of relativity. Nobel Prize for Physics in 1921. 1879-1955.

Polls are open through January 7th, 2008  
and you can place another vote every day!

Thanks for your support!

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One of the most difficult challenges we face in our day to day attempt to act ethically is relativity. How easy it is to rationalize a response or an action based on the situation or the moment. Relativity and ethics do not go hand in hand. Ethics must be the pillar we use to support all of the particular situations and varied ways we are asked to interact in the world. Our north star, our compass, our uncompromising guide to actions is always found in ethical behavior. We can always count on ethics to provide direction for us, and people can count on us and our reactions when we respond ethically.

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