



## Tero® International, Inc. Your Elite Training Team

Monthly eZine - November 2008

### Events and Workshops

#### 2008 Public Workshops

November 18

[Image and Influence](#)

[Register now](#)

November 19 - 20

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

[Register now](#)

December 4

[Outclass Your Competition](#)

[Register now](#)

December 16 - 17

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

[Register now](#)

#### 2009 Public Workshops

January 14 - 15

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

[Register now](#)

January 20

[Outclass Your Competition](#)

[Register now](#)

February 11 - 12

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

[Register now](#)

February 17

[Image and Influence](#)

[Register now](#)

February 18 - 19

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

In this issue:

- [Welcome to the Tero International Monthly eZine](#)
- [Ask Tero - Questions and Answers from the Training Professionals at Tero](#)
- [Feature Article - The Gift That Doesn't Have To Cost Money](#)
- [Professional Development Activity - Adding Value To Meetings](#)
- [Resources](#)
- [What's New at Tero?](#)
- [Public Workshops - Opportunities for Continued Learning and Development](#)
- [Online Resources - Providing Feedback](#)
- [Inspiration - Things to Think About](#)

If the security and firewall settings on your computer are making it difficult to view this eZine:

1. [Click here to view Tero's November 2008 eZine.](#)
2. [Click here for links to pdf's of the November 2008 eZine and previous eZines.](#)

#### Welcome to the Tero International Monthly eZine

Value added. We are familiar with the concept in business; in fact it underlies our initiatives and often our vision of how we can prosper in the marketplace. Value added also implies that every component of a product or a service is essential to both what it brings to the table and to the end result.

Have you ever thought of what your role is in the added value of your organization, your family or your community? Bill Gates talks about software that can shift human resources from rote data collection to value-added customer service and support where the human touch makes a profound difference. We assess our software, our systems, and our processes but do we take the time to analyze our human potential for adding value.

As part of the human process we are a profound component of value. The more value we bring to the equation, both in expertise and in our interactions, the more value added to the result.

[Success](#)

[Register now](#)

February 20

[Outclass Your Competition](#)

[Register now](#)

March 10

[Image and Influence](#)

[Register now](#)

March 19 - 20

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

[Success](#)

[Register now](#)

April 20

[Image and Influence](#)

[Register now](#)

April 21 - 22

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

[Success](#)

[Register now](#)

April 23

[Outclass Your Competition](#)

[Register now](#)

May 6 - 7

[Beyond Compromise: A Better Way To](#)

[Negotiate](#)

[Register now](#)

May 12

[World Class: Managing Diverse Business](#)

[Communication](#)

[Register now](#)

May 13 - 14

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

[Success](#)

[Register now](#)

June 18 - 19

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

[Success](#)

[Register now](#)

July 22 - 23

[Time Management Through Goal Setting](#)

[Register now](#)

August 18

[Image and Influence](#)

This month's eZine focuses on simple ways to affirm the value you are adding to the mix. As Winston Churchill said, "We make a living by what we get. We make a life by what we give."

[Back to top](#)

### 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 been asked to serve as a mentor to a member of our department. What initial steps should I make sure to take to ensure the relationship gets off to the right start?

**Tero says:** Congratulations on being flattered with an invitation to serve as a mentor. You are wise to be concerned about the first steps as they will set the stage for what follows in the weeks and months ahead. In your first meeting with your protege, ask him/her to describe his/her goals. Ask the individual what they expect/need from you as a mentor. Tell them what role you are able to play. Discuss logistics such as when to meet and how long to meet. Above all, agree on responsibilities. In most mentor/protege relationships, it is the responsibility of the protege to schedule meetings, report progress against goals and ask for feedback/advice. It is the responsibility of the mentor to be on time and prepared for meetings. Mentoring is a great opportunity to help another while practicing important communication, listening and feedback skills.

**Question:** I was recently hired and am trying to figure out all of the components of my position. When people ask me what I do for my organization, I am not sure how to describe my role. I am worried this doesn't promote a good impression of me or my organization. Can you help me in this?

**Tero says:** You are right on to be concerned about how you present yourself and your organization to others. How you describe yourself and your organization does help determine how you and your organization are perceived. It is important to have a "soundbite" ready which tells about you, your role and your organization. The goal in business is to be involved in significant conversations with others to build relationships for your business. In those conversations it is natural for someone to ask you about your role. There are two things you can do to address this. First, sit down with your manager and clarify your role if needed. Ask them how they would like you to describe your role, and how do they describe the work of the organization. Secondly, ask others in your department to share with you how they describe their roles and the organization. Use these examples to craft a soundbite for yourself. Remember your goal is significant conversations to build good business relationships. The soundbite is a crucial component of those larger conversations.

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

[Back to top](#)

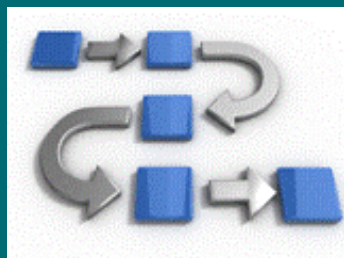
### Feature Article - The Gift That Doesn't Have To Cost Money Giving Thanks

by Rowena Crosbie

The season of Thanksgiving is upon us. At this time of year we are reminded to

[Register now](#)**August 19 - 20**[IMPACT: How To Speak Your Way To Success](#)[Register now](#)**September 16 - 17**[IMPACT: How To Speak Your Way To Success](#)[Register now](#)**September 23 - 24**[Selecting Top Performers](#)[Register now](#)**October 20 - 21**[IMPACT: How To Speak Your Way To Success](#)[Register now](#)**October 22**[Image and Influence](#)[Register now](#)**November 12 - 13**[IMPACT: How To Speak Your Way To Success](#)[Register now](#)**December 9 - 10**[IMPACT: How To Speak Your Way To Success](#)[Register now](#)

## Value Added



From Wikipedia  
the free encyclopedia

Value added refers to the additional value of a commodity over the cost of commodities used to produce it from the previous stage of production.

express gratitude for the things for which we are thankful. We are also challenged to find the silver lining in the situations for which we are not feeling particularly grateful.

Who benefits when we show our appreciation? It seems logical that the recipient of our well wishes is likely to be uplifted. Studies show that lack of appreciation is one of the top cited reasons why people leave their jobs and their domestic relationships. It follows therefore, that recognition is something that is coveted by the receiver.

Productivity and civility also increases. Think of the last time someone sincerely thanked you for a kindness. If you're like most of us, you found yourself feeling a connection with that individual. Before you know it, you're cheerfully doing all kinds of helpful things for the grateful person.

Conduct your own research study. Let's say you want your kids to be more helpful and self-starting around the house.

[Click here for the full article](#)

[Back to top](#)

### Professional Development Activity - Adding Value To Meetings

Meetings take up a large part of our workdays and our time committed to community service projects. This month we focus on tips for being a great meeting chair, and for being a contributing participant. Adapted from Letitia Baldrige's book *Executive Manners* we hope these tips will assist you in adding value to every meeting you are in .

#### Tips for Chairing the Meeting:

- Be thoughtful about when you schedule the meeting.
- Inform participants in advance. Apologize if you need to call a meeting without proper lead time.
- Invite people selectively. Include all areas of expertise needed.
- Distribute agenda well in advance. Be clear on any needed pre-reading.
- Determine how long to wait for late or missing people.
- Introduce all newcomers to the group in a complimentary manner. Include names, titles and responsibilities.
- Create a positive atmosphere by being approachable. Allow all participants to be valued and show what they know.
- Be on alert and aware of any tension or hostility arising. Watch non-verbal cues and handle confrontation positively on the spot if appropriate or talk with individuals concerned after meeting.
- Keep one eye on the clock and one eye on the agenda. Table any rambling.
- Handle the meeting hogger with agility, kindness and firmness.
- Ensure the meeting place is comfortable, clean, well lit, aired out, comfortable temperature, comfortable seating, ice water/glasses, pads and pencils.
- Take breaks every hour.
- Give credit to everyone involved including speakers/presenters.
- Set the date for the next meeting and assign responsibilities.

#### Tips for Meeting Participants:

- Arrive on time.
- Do not take a seat until directed.
- Speak with all participants. Converse with those seated next to you.
- Arrive prepared with homework done, agenda read, materials needed in hand.

An example is the price of gasoline at the pump over the price of the oil in it.

In national accounts used in macroeconomics, it refers to the contribution of the factors of production, i.e., land, labor, and capital goods, to raising the value of a product and corresponds to the incomes received by the owners of these factors.

The factors of production provide "services" which raise the unit price of a product (X) relative to the cost per unit of intermediate goods used up in the production of X. Value added is shared between the factors of production (capital, labor, also human capital), giving rise to issues of distribution.



To understand the concept of value added, take the example of three simple stages of production:

1000 Yen of miso soup is produced by a chef using pots, pans, and a stove, converting 500 Yen tofu and other ingredients. The chef and his or her tools are the "factors of production" while the tofu (and the other ingredients, ignored here) are the intermediate goods used up and converted into part of the soup.

The tofu used was converted using 200 Yen of soy beans. The soy beans are the raw material used up and converted into the tofu.

The soy beans were grown and harvested during the year. Assume, for simplicity, that the 200 Yen measures the value added in that sector. These beans are thus assumed to be simply results of the

- Rehearse your part in the presentation. If presenting with equipment, arrive early to make sure it works properly.
- Make careful notes on all aspects of meeting.
- Do not doodle or do anything distracting.
- Avoid interrupting whoever has the floor.
- Do not monopolize proceedings.
- Ask for clarification when needed.
- Be relaxed about emotions and do not display hostile or negative emotions.
- Use "we" not "I".
- Put follow up thoughts in a memo.
- Think before you speak.
- Keep your area of the table neat, free of litter.
- Thank the Chairman at the conclusion of the meeting.
- Follow up on anything you are responsible for.
- Be a team player with a respect and initiative for your personal contribution.

*Notes Adapted From "New Complete Guide To Executive Manners", Baldrige, 1993*

[Back to top](#)

## Resources

Do you want to write more thank you notes but are concerned that your thank you note might sound lame? Are you worried that inking a note in your illegible handwriting may not communicate the sincerity you feel? For tips from Tero on writing thank you notes, click on the link below.

[Thank You Note Tips](#)

[Back to top](#)

## What's New at Tero

### SHRM World Cafe

To celebrate National Employee Learning Week (December 8 - 12), Tero is hosting an event for SHRM (Society of Human Resource Managers) members. It is an interactive networking and learning event on December 12 (11:30 a.m. - 1:30 p.m.) Lunch is included. For more information or to register, click on the link below.

[SHRM Invitation - World Cafe](#)

### Inc. Magazine Update

A year ago, Robb Mandelbaum, author of The Entrepreneurial Agenda published by Inc.com, gathered together a group of Iowa entrepreneurs (among them was Rowena Crosbie, President of Tero) to discuss the issues that were most important to them and how well the candidates were addressing them at the time. A year later, and the morning after the election, he revisited the group to give the entrepreneurs the last word. Responses are published on Inc.com.

[Back to top](#)

## Public Workshops

### [Outclass Your Competition](#)

*A 5-hour Business Etiquette and Dining Tutorial workshop.*  
December 4, 2008 (Des Moines), January 20, 2009 (Omaha)

services of the factors of production.

If we simply add up the results of the three stages, we get a total of 1700 Yen. But this counts the tofu twice, first by itself and then as part of the miso soup. The soy beans are counted three times, in all three stages. This is double (or triple) counting.



On the other hand, we can get an accurate estimate of the final product by using the value-added method:

The value added in the first process is 1000 Yen (the soup) minus 500 Yen (the tofu), equalling 500 Yen.

The value added in the second process is 500 Yen (the tofu) minus 200 Yen (the soy beans), equalling 300 Yen.

The value added in the third process is, by assumption, 200 Yen.

The sum of these three is 1000 Yen, which is the same as the value of the final product, the miso soup.

February 20, 2009 (Des Moines), April 23, 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.*

November 18, 2008 (Des Moines), February, 17, 2009 (Des Moines)  
March 10, 2009 (Omaha), April 20, 2009 (Des Moines)  
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.*

November 19-20, 2008 (Des Moines), December 16-17, 2008 (Des Moines)  
January 14-15, 2009 (Des Moines), February 11-12, 2009 (Omaha)  
February 18-19, 2009 (Des Moines), March 19-20, 2009 (Des Moines)  
April 21-22, 2009 (Des Moines), May 13-14, 2009 (Des Moines)  
June 18-19, 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)

### [Beyond Compromise: A Better Way To Negotiate](#)

*A 2-day workshop on collaborating to achieve win/win solutions.*  
May 6-7, 2009 (Des Moines)

### [World Class: Managing Diverse Business Communications](#)

*A 1-day workshop for internationals working in the U.S.*  
May 12, 2009 (Des Moines)

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

[Back to top](#)

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

[Back to top](#)

### **Inspiration - Things to Think About**

*Life is a gift, and it offers us the privilege, opportunity, and responsibility to give something back by becoming more.*

- Anthony Robbins

Adding value gives back to us as well as others. When we approach our day, our colleagues, our family, our organization, our community and/or our world with the



mindset that we will add as much value to each person or endeavor we can, we give also to ourselves. We become more. In becoming more, we in turn give the best of our potential. Circular in motion, the giving and becoming become one.

Do you remember the Beatles song that stated these words?

*"And in the end, the love you take is equal to the love you make".*

So it is in our daily life. By adding value the short term gain is giving whatever we have added to more, the long term gain is our becoming and receiving more than we ever thought possible.

[Back to top](#)

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## Tero International, Inc.

1840 NW 118th Street, Suite 107, Des Moines, Iowa 50325  
phone 515-221-2318 fax 515-221-2369

P. O. Box 241143, Omaha, Nebraska 68124-1143  
Phone 402-334-6819

website [www.tero.com](http://www.tero.com)  
email [training@tero.com](mailto:training@tero.com)