



October 2007

Tero® International Monthly eZine



In this issue:

- Welcome to the Tero International Monthly eZine
- Public Workshops - Opportunities for Continued Learning and Development
- Ask Tero - Questions and Answers from the Training Professionals at Tero
- Feature Article - Legacies—Who's Life Is It, Anyway?
- Professional Development Activity - Join Tero's Annual Thank You Campaign
- What is New at Tero?
- Online Resources - Providing Feedback
- Inspiration - Things to Think About

Tero International, Inc.

Public Workshops

2007

November 1-2	<u>IMPACT: How To Speak Your Way To Success</u>
Register now	
December 6	<u>Outclass Your Competition: Business Etiquette and Dining Tutorial</u>
Register now	
December 13-14	<u>Time Management Through Goal Setting</u>
Register now	

Public Workshops

2008

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 October 2007 eZine.
2. Visit 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

Do you ever wonder what you'll be remembered for? Have you painted the picture of the future in your mind, or ever dictated the text of your obituary in your mind?

We know the past, we experience the present, but we can only imagine the future.

Perhaps that's why the topic of Legacy is so exciting—because nothing is yet permanent, and you have the chance to make your legacy look like the picture you envisioned.

This eZine is not about being at the top of the company, though readers who are at the top will find it useful, too. Instead, this eZine is about leaving a legacy no matter where you are in your career or in the company. It's rich with information for those who desire to be more than just employee #24601 and who wish to be remembered for what they were uniquely qualified to contribute to their company, families, and communities.

The article touches on the lives of some well-know others and the role of their actions in determining how they are remembered. The sidebar displays a fascinating ladder of executive legacies at a well-known and successful company that began in the 1800's.

To start you off on the right step toward your legacy or to help you continue your blazing path

January 9-10 Register now	IMPACT: How To Speak Your Way To Success
February 19-20 Register now	IMPACT: How To Speak Your Way To Success
February 21 Register now	Image and Influence: Polishing Your Professional Look
March 18-19 Register now	IMPACT: How To Speak Your Way To Success
April 22 Register now	Image and Influence: Polishing Your Professional Look
April 23-24 Register now	IMPACT: How To Speak Your Way To Success
May 20-21 Register now	IMPACT: How To Speak Your Way To Success
May 22 Register now	Image and Influence: Polishing Your Professional Look
June 17-18 Register now	IMPACT: How To Speak Your Way To Success
June 19-20 Register now	Beyond Compromise: A Better Way To Negotiate

Tero International

The Legacy of John Deere

The lineage of how, since 1868, Deere and Company has grown from a one-man blacksmith shop into a worldwide corporation and employs 47,000 people worldwide, maintaining the valued of quality, innovation, integrity and commitment.

To start you off on the right step toward your legacy or to help you continue your blazing path, the professional development activity is a refresher on Tero's annual Thank You campaign. To all who want to be remembered, what better way than to be known for the gratitude you shared with those around you? The activity includes a link to the resource page for writing thank you notes on the Tero website.

The Q&A answers the challenging question of how to determine the right people to take the helm and to rise up in companies, and Mother Teresa's words conclude the eZine and offer wisdom and inspiration to those of us who want to be remembered for doing what we know to be right.

Tero International Public Workshops

Outclass Your Competition

A 5-hour Business Etiquette and Dining Tutorial workshop.
December 6 (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.
November 1-2 (Des Moines)
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)

Notes about IMPACT workshops:

November 1-2 workshop is fully enrolled.

Click on the 'register for public workshop' link below for a spot on the waiting list.

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

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.

integrity and commitment.



Tero President, Rowena Crosbie, pictured above at her farm in Central Iowa running a John Deere 4430.

John Deere (1837-1886)

John Deere developed the first commercially successful, self-scouring steel plow. At age 17, he apprenticed himself and learned blacksmithing. In 1837, Deere relocated from Vermont to Grand Detour, IL. The Midwest soil called for a different kind of plow than those in New England, and using a broken saw blade, Deere invented a new option to the heavy cast-iron versions farmers were using. Within four years, he was producing over 100 of these new plows annually and the company continued to experience growth. By 1850, Deere had moved the company to Moline, IL other tools had joined. In 1858, leadership of the company was transferred to Deere's son, Charles. John Deere retained the title of president of the company, but focused his attention on civic and political activities. He passed away at his Moline home in 1886.

Charles Deere (1886-1907)

Charles Deere was the second son of John Deere, but became the unexpected heir after his older brother suddenly died in 1848. Charles joined the company as a bookkeeper at the early age of 16 after graduating college. He advanced to head salesman and at age 21, due to a changed financial climate and Charles' shrewd business sense, management of the company was transferred to Charles. Over the next 46 years, he established its first branch house in Kansas City and four more in St. Louis, Minneapolis, Council Bluffs/Omaha, and San Francisco. They

Thank you for the continued responses we receive each month!

The legacy of an organization depends on the people. Hiring the right people and implementing best practice in identifying and grooming high potentials is critical to an organizations success. This months questions focus on selecting top performers, and strategies to position for successful succession.

Question: Many executives in our organization are slated to retire in the next eight years. It is a small organization and there has not been room to promote potential leaders to groom them. Although the technical expertise and background of a these emerging leaders is critical in my industry, I am also concerned with earmarking the candidates that exemplify leadership skills it will take to keep the business going after this influx of retirements. What can I be doing in the meantime to identify and prepare these potentials so that succession will be as smooth and seamless as possible?

Tero says: You are highlighting a critical topic for top leaders in every organization. How do we prepare future leaders? That the opportunity to promote people into leadership positions is not available to you is not a bad thing. Many large organizations erroneously believe that promoting people into positions for which they are not already qualified will help them build those skills. In fact, the opposite is usually true and the top performer is now positioned to fail in a job they are not prepared to assume.

The good news about leadership skills is that it they are acquired over the course of a lifetime and are exemplified in every interaction and every task. There are numerous informal opportunities available, both in your organization and in your community, to help people begin challenging themselves to build these critical skills. Talk to each of your future leaders about their goals - the legacy they wish to leave. Together, look for opportunities for these individuals to lead teams and projects that challenge them to build their leadership capacity. Consider leadership development programs such as those offered by many Chamber of Commerce groups or formal leadership development such as workshops offered by Tero.

Question: I need some tips. We are hiring candidates that seem qualified and several months on the job we realize they either do not like the actual position, don't fit into the culture of the company, or just plain do not have what it takes. What are we missing in the interview process?

Tero says: There are few things that are more important in organizations than making sure you match the right person to the job. Beyond technical skills, most jobs require competency in a number of interpersonal skills. As you've pointed out, successful individuals also have a passion for the job they are entrusted with and for the organizational culture in which they will work day-to-day. When interviewing candidates, it is important to remember to evaluate three areas in each candidate—job fit, motivational fit and cultural fit. Collect data around each of these areas in the interview to help prepare you to make an accurate prediction on how successful a candidate will be on the job. In the interview, resist the temptation to do all the talking and instead ask questions and do a lot of listening. Do the answers the candidate provides to questions sound like the same answers the top performers in your organization would say? For help in analyzing corporate culture, defining job and motivational fit and learning how to conduct an effective interview, consider enrolling in Tero's Selecting Top Performers workshop.

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

Feature Article - Who's Life Is It, Anyway?
by Deborah Rinner, Director of International Protocol and Corporate Etiquette

Kansas City and four more in St. Louis, Minneapolis, Council Bluffs/Omaha, and San Francisco. They influenced new product development, and as a result, the company was making more than 300 models of plows, 164 cultivators, and a variety of corn and cotton planters and other implements at the time of Charles' death in 1907.

William Butterworth (1907-1928)

William Butterworth was the son-in-law of Charles Deere. He joined Deere & Co. in 1892 as an assistant buyer. In 1897, he was elected treasurer. Ten years later he was in the role of president. Some of the major changes guided by Butterworth included major reorganization, and unifying 11 factories and 25 sales organizations into one consolidated entity. The product line continued to grow and Deere entered the combine harvester market and in 1918, gained the rights to manufacture and sell the company's first product in the tractor market, the Waterloo Boy tractor. Butterworth also created a new non-contributory pension system for employees who retired with 20 or more years of service and a companion sick benefit and disability program for employees. He retired in 1928 and became the first chairman of the board.

Charles Deere Wiman (1928-1955)

Charles Deere Wiman was the great-grandson of John Deere and the nephew of William Butterworth. He began at John Deere in 1915 as a line employee with a salary of fifteen cents an hour. Wiman continued to advance at the company and took leaves of absence to serve in the military. In 1919, he was elected to Deere and Company's board of directors and became vice president in charge of factory operations in 1924. In 1928, at the age of 25, he became president of Deere and Company. He placed an emphasis on expanded research and new product development. In 1934, the highly successful Model "A" tractor was introduced, and the Model "B" the next year. In 1942, he re-entered the military as he was commissioned as a colonel in the U.S. Army during World War II. In 1944, Wiman rejoined Deere and Company and remained until his death in 1955.

William Hewitt (1955-1964)

William Hewitt was the last Deere family member to lead the company. In 1948, he reluctantly joined Deere & Company as a territory manager in California shortly after his marriage to Patricia Wiman, the daughter of Charles Deere Wiman. In 1950 he was named director and in 1955, he was elected to the new post of executive vice president. Twelve days later, after the death of Charles Deere Wiman, he

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It is more a matter of believing the good than of seeing it as the fruit of our efforts.

Chuang Tzu, China, third century.

Legacies. We create daily what we will eventually leave. The real influence of our work more often than not is closely related to whom we are and the times we live in.

It is not uncommon to find men and women who have left visible legacies which trace back to the roots of their youth. Ideals and situations from their childhood often show up later in their successes. Charles Schultz, the creator of the lovable and profitable Peanuts comic strip is a good example. The world dearly loved and appreciated the bits and pieces of his life woven together in the form of his comic strip which became a twenty million dollar business. From Schultz's alter ego Charlie Brown we learned lessons, smiled, and saw our own lives differently due to his vision. We remember him for it.

It is said in Schultz's online biography that from birth comics played an important role in his life.

[Click here](#) for the full article

Professional Development Activity - Join Tero's Annual Thank You Campaign

A key business etiquette tip is to send a thank you note when appropriate. The value and impact of a handwritten note far outweighs that of an email or other business communication form.

To participate in this year's campaign to spread the word about writing handwritten notes, and to gather tips for writing these notes, visit www.tero.com/thanks.

Resources

Welcome to the newest section of Tero's eZine. This Resources Section is designed to provide you with resources to help you and your organization achieve greater levels of success. This month, we invite you to assess your organization's strengths by taking the Organizational Strengths Inventory. [Click here](#) to access the Assessment page on Tero's website. Download the pdf of the Organizational Strengths Inventory to discover where your organization's greatest strengths are.

What's New at Tero?

Upcoming Trade Shows

If you're going to be attending any of these shows, please stop by our booth and challenge yourself with our new interactive Tero Skills quiz. You may just walk away with a one-of-a-kind Tero trophy.

Check out the experience of participants and photos from the State of Iowa SHRM Conference Expo last month, www.tero.com/shrm

Big O Show (October 17)

Qwest Center, Omaha, NE

Exhibitor Hours: October 17, 8:30am-5:00pm

new post of executive vice president. Twelve days later, after the death of Charles Deere Wiman, he was president. During his time as president, Hewitt took the steps toward becoming multinational. Hewitt retired in 1982.

Robert Hanson (1982-1990)

Hanson held a distinguished career with Deere & Company over forty years. He began in 1950 at John Deere Intercontinental, Ltd. In 1973 he was elected senior vice president of Deere's Overseas Division. Two years later, he was appointed to executive vice president and established as the probable successor. In 1978, he was appointed president of Deere & Company, the first not related to John Deere. The following year he was named president and chief executive officer, and after Hewitt's retirement in 1982, elected chairman and chief executive officer. During his time, the company weathered economic challenges and sales soared by 1988. Deere & Company continued to expand and diversify despite the downturn in the economy. Robert Hanson retired in 1990.

Hans Becherer (1990-2000)

Hans Becherer joined Deere & Company in 1962, serving in a variety of marketing and management positions in Europe until the 1980's. In 1983, he was elected senior vice president of Deere's Overseas Farm and Consumer Products Division. In 1986, he was named executive vice president, Worldwide Farm Equipment and Consumer Products. Subsequently, he was elected president and chief operating officer in 1987. In May 1990, he was elected chairman of Deere & Company upon Hanson's retirement. Becherer stressed "genuine value", building on strategies of continuous improvement and global growth. During his term the company continued to expand its presence around the world and entered new markets in China, India, South America and the former Soviet Union. During the technology age of the 1990's, Deere continued to lead the industry with innovations in precision farming and computer use. Becherer retired in 2000.

Robert W. Lane (2000-Present)

After an early career in global banking, Lane joined John Deere in 1982, managing various operations within the Worldwide Construction Equipment Division and later serving as president and chief operating officer of Deere Credit, Inc. In 1992, he joined as senior vice president of Worldwide Agricultural Equipment Division. He was elected chief financial officer in 1996 and moved to Germany and led Deere's agricultural equipment operations in Europe, Africa, the Middle East, India and the nations

Qwest Center, Omaha, NE

Exhibitor Hours: October 17, 8:30am-5:00pm

Booths #1212 and #1214

Tero has free tickets to enter the exhibit hall (\$10 value). [Click here](#) and tell us how many free tickets you would like to receive.

Visit www.buythebigoshow.com for more information about this event.

Maximizing Human Potential—A Forum for Those Who Influence Others (October 19)

Sponsored by ASTD Central Iowa Chapter

Olmsted Center, Drake University Campus, Des Moines, IA

Exhibitor Hours: October 19, 8:30am-4:00pm

Tero will be exhibiting among this inspiration-packed day of breakout sessions and keynotes. It's motivation at its best, with an exciting Servant Leadership keynote by James Autry, and a cocktail reception to conclude the day.

Visit www.astdiowa.org for more details about the event.

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 to give us your feedback.

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

Inspiration - Things to Think About

People are unreasonable, illogical, and self-centered. Love them anyway.

If you do good, people may accuse you of selfish motives. Do good anyway.

If you are successful, you may win false friends and true enemies. Succeed anyway.

The good you do today may be forgotten tomorrow. Do good anyway.

Honesty and transparency make you vulnerable. Be honest and transparent anyway.

What you spend years building may be destroyed overnight. Build anyway.

People who really want help may attack you if you help them. Help them anyway.

Give the world the best you have and you may get hurt. Give the world your best anyway.

- Mother Theresa

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

and led Deere's agricultural equipment operations in Europe, Africa, the Middle East, India and the nations of the former Soviet Union. He returned to the US as president of the Worldwide Agricultural Equipment Division and soon elected president and chief operating officer of Deere & Co.

Source: http://www.deere.com/en_GB/about_us/past_leaders/past_leaders.html

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