



September 2006

Tero® International's Monthly E-zine



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Tero® International, Inc.

Public Workshops

October 12	Image and Influence – Polishing Your Professional Look
October 12-13	IMPACT® – How To Speak Your Way To Success
October 26-27	Beyond Compromise™ —A Better Way To Negotiate
November 28—29	Time Management Through Goal Setting
December 5-6	IMPACT® – How To Speak Your Way To Success

Welcome to Tero® International's Monthly eZine

Welcome to the September eZine. At Tero's® headquarters in Iowa, the leaves on the trees are starting to change colors in preparation for the fall and winter months. Although summer will be missed, there is beauty in the changes happening. We are reminded once again that change is inevitable. In the southern hemisphere, different changes are occurring as vegetation is preparing to welcome the coming of spring and summer. Much can be learned from these frequent changes in nature. Alan Cohen stated, "It takes a lot of courage to release the familiar and seemingly secure, to embrace the new. But there is no real security in what is no longer meaningful. There is more security in the adventurous and exciting, for in movement there is life, and in change there is power."

In this month's issue, Tero® suggests some ways to implement change in your life. Consider adding some music and soothing sounds to your work space and your learning just might be enhanced! Another exceptional way to instigate a transformation is by changing your emotional state, learn how by reading the Feature Article!

Thank you to our Ezine readers for your continued remarks and quality feedback. Please continue to contact us with questions about Tero® and suggestions to make each issue of the eZine meet your needs and interests. Our goal is to provide a benefit to you with helpful information in each issue.

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 September eZine. This link is valid for approximately one month when this eZine will be replaced with a new one.

December 6

Outclass Your Competition

Tero® International's Soothing Sounds

In pursuit of its mission of providing outstanding personal and professional development workshops that characterize a Tero® learning experience, Tero® has conducted a vast amount of research on creating the most productive learning environment possible.

In addition to understanding the benefits of comfortable seating, plant life, healthy food, and much more, Tero® also values the effect of music and soothing sounds on the brain and productivity.



Researchers suggest that we respond to music because our bodies are rhythmic. Our breathing,

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[Click here](#) to view Tero's® September 2006 eZine

Last month we were overwhelmed with the requests from our eZine readers to receive a complimentary set of our award-winning **Tero® Cards**. Thank you for taking advantage of this professional development tool. We are delighted that you found it to be useful.

If you missed the chance to get 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, its not too late to request a set.

[Click here](#) to request your own complimentary set of **Tero® Cards**. 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

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.
October 12

IMPACT® - How To Speak Your Way To Success

A 2-day workshop on speaking confidently and persuasively.
October 12-13, December 5-6

Beyond Compromise™ A Better Way To Negotiate

A 2-day workshop on how to move negotiations to win/win outcomes.
October 26-27

Time Management Through Goal Setting

A 2-day workshop on setting goals, balancing priorities, managing time and building stress strength.
November 28-29

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

Question: One of my biggest struggles in public speaking is opening up and introduction. I always feel that I should have a joke or something to tell. Is this normal and what can I do to be more of a professional speaker during my opening lines?

Tero® says: The first few minutes of a presentation are when sneakers are the most

Researchers suggest that we respond to music because our bodies are rhythmic. Our breathing, heartbeat, and many other body functions have an intrinsic rhythm (Vibrant Life Magazine).

Some of the benefits of music in learning include:

- Relaxation and stress reduction
- Creativity through brain wave activation
- Stimulated imagination and thinking
- Stimulated motor skills
- Stimulated speaking and vocabulary
- Reduced disciplinary problems

What type of music is best? It depends on what you are trying to achieve. For example, to generate excitement, grand movie themes or upbeat classical are best. For storytelling, music with built-in peaks and valleys engages emotion (classical or romantic). For background, low volume Baroque is a good choice.

The following types of music have been used successfully in learning: Reggae, Latino, pop, jazz, New Age, big band, waltz, rap, rock, and soul.

It's important to remember that learners are different. While some learners understand and recall better when music is being played (about 80-95% according to some research), others need total silence. Like anything in learning, variety is the spice of life.



Tero® says: The first few minutes of a presentation are when speakers are the most apprehensive - you are not alone. They are also some of the most important minutes of your presentation. People will form an impression of you very quickly so your introduction must be strong. We always advise that you prepare your introduction in advance and practice it so that your first few minutes of the presentation are strong ones. We discourage people opening a presentation with a joke because jokes can be risky on many fronts. There are some obvious risks such as the joke can offend a person or a group of people. Beyond being offensive, if the joke isn't related to the topic or isn't funny to the entire group, your credibility may be damaged - a high risk to take early in a presentation.

In your introduction, you have two main goals:

Set the tone for your presentation by developing rapport and establishing credibility.

Rapport is developed by making a connection with your listeners.

This can be done through offering a sincere compliment to the audience and/or sharing something about yourself that the audience can relate to.

Share your objective. When you state your objective for the presentation, it helps your audience understand the purpose of the presentation and how they are going to be investing their time.

The following are examples of several types of presentation openings.

Overview: State the subject area in general terms.

For example, in a report on sales in a specific state, you might start with an overview of the region.

Start Small: Start with a specific part of the subject.

You might begin by discussing sales of pencils and then broaden to sales of all office supplies.

Stage-setter: Discuss the background for your topic.

For example, to oppose tearing down an important monument, you might begin by talking about why it was put there originally.

Importance: Use the reason for your message as your beginning.

This kind of beginning answers such questions as, "Why this message?" "Why this audience?" "Why this occasion?"

Comparison: Compare an unrelated topic with your subject.

This is useful when your audience members know little about your subject, but might understand it better if you compare it with something they do understand.

For instance, you might teach racquetball to people by comparing it with tennis if they play that sport

The following are some questions to think about as you are developing your opening:

What sincere compliment can you pay to your audience, their profession or their organization?

What can you share about yourself that your audience can relate to?



Fountain purchased at Görtz Haus Gallery in Grimes, Iowa

Throughout time, moving water has been a source of enchantment and wellbeing, helping people feel more relaxed and refreshed. If you've ever sat beside a waterfall or a gurgling brook, you know how you feel soothed by the sound of running water.

One way Tero® incorporates a soothing rhythmic sound around the office is through a plethora of water fountains. Every office and training room has its own serene melody of running water.

Fountains are one of the most highly recommended cures for "energy" blockages and environmental stress in one's living or working space (Thymely Solutions).



Today, we live mostly indoors surrounded by unnatural sounds and disconnected from nature. A bubbling fountain helps to block out less harmonious noises, while it allows us to tune into more natural rhythms within ourselves (Thymely Solutions).

What can you share about yourself that your audience can relate to?

What can you say to establish your credibility with this audience?

What will you say to establish the objective for your audience?

What will you say to explain to the audience how the time will be spent?

What visual aid can you use to grab audience attention?

What technique for engaging the audience can you use to get audience attention and interest?

These tips come from Tero's® two-day **MORE IMPACT®**: *Advanced Presentation Strategies* workshop. If you are a graduate of Tero's® **IMPACT®**: *How To Speak Your Way To Success* workshop, you may be interested in attending this advanced program to further develop your skills. **MORE IMPACT®** has only been available to Tero® clients as a customized workshop for in-house delivery. We are pleased to announce that in 2007, that will change and for the first time, this advanced presentation skills workshop will be available by public enrollment. Watch future eZines for dates. For an outline of **MORE IMPACT®**, [click here](#).

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

Feature Article—Changing Your Emotional State by Rowena Crosbie

Every emotional state needs a cause or a trigger – something sensory that stimulates the mind to respond. It may be a new situation or it may be one that the mind has experienced in the past. The response is expressed in physical changes that affect both mind and body.

To demonstrate that for yourself, think of something that gives you the chills. Is it the sound of fingernails or chalk being squeaked on a chalkboard? Once your mind recalls that image, sound or feeling, your body is likely to develop goose bumps, or do whatever else it does when you "get the chills".

If your mind can generate that response to that stimulus, it can learn a more useful or appropriate response. You *can* change your emotional state.

[Click here](#) for the full article

Professional Development Activity

The Learning Brain, by Eric Jensen, cites a number of ways listening to music enhances learning. The benefits include, relaxation and stress reduction, fostering creativity through brain wave activation, stimulating imagination and thinking, and focusing and aligning energy as a group.

In the next two weeks, experiment to find appropriate avenues for using music and/or soothing sounds in your workplace. Try using it prior to a presentation, to set the mood when beginning a project, as background noise, as an energizer before a staff meeting or simply to motivate you.

What's New at Tero®? - Virtual Teams

into more natural rhythms within ourselves (Thymely Solutions).



Fountains have a natural humidifying effect on dry air. The peaceful sound of flowing water is far more pleasant than the hum of a humidifier (Thymely Solutions).

As you can see, there are many benefits to incorporating water fountains, music and soothing sounds into your work environment.

Follow Tero's lead and invest in motivating melodies for your workplace.

What's New at Tero®? - Virtual Teams

Are you working on a virtual team to complete a project? If so, what's new at Tero® may be of great interest to you. In an effort to provide our clients the latest in research regarding communication effectiveness, Tero® is adding "Communicating Effectively Within Virtual Teams" to its list of course selections and customizable options. You are only successful completing and excelling in virtual projects if exact communication components are in place for virtual team members. Tero's® new course option defines the necessary requirements virtual team members and team leaders need to avoid the all too common pitfalls, sabotaging team performance, working relationships, and as a result profitability.

Want to know more about how this training module can be customized for the virtual teams in your organization? [Click here](#) and request that a Tero® representative contact you to discuss virtual teams training.

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

Mahatma Gandhi inspired millions of people to go beyond their limitations to accomplish great things. It was said of Gandhi that he refused to see the bad in people. He inspired, even changed, human beings by regarding them not as what they were but as though they were what they wished to be, and as though the good in them was all of them.

This uplifting and challenging way of leading others is what Ralph Waldo Emerson was encouraging when he said, "Our chief want in life is somebody who shall make us do what we can."

If you are a leader (parent, coach, mentor, manager, team leader, executive), take few minutes to reflect on this wisdom exemplified in the remarkable life of Gandhi and on the insights offered by Emerson. Bringing out the best in others is one of the greatest and most lasting gifts we can provide as leaders.

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