



Tero September eZine

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

1. [Click here to view Tero's September 2009 eZine.](#)
2. [Click here for links to pdf's of the September 2009 eZine and previous eZines.](#)

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Events and Workshops

Public Workshops

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](#)

Tero® International, Inc.

Your Elite Training Team



Monthly eZine - September 2009

Welcome to the Tero International Monthly eZine

September has arrived, school has started, and our drive to learn has reignited! A Des Moines community band director last year said his goodbyes to the group, as he was going to be moving. In doing so, he said, "We are so fortunate to have a community band like this. Many communities are small and don't have enough local interest to form a band. And that is a shame. Instrumental music shouldn't be something we just pick up in middle school and high school and then drop. Music is something that should be enjoyed for a lifetime." This is also true of learning and your professional development.

In this eZine, the focus is on your lifelong learning. You'll find the answers to retaining information better in meetings and being a mentor. Additionally, the sidebar contains an interesting analysis of how to use color strategically in sharing a message. For more information on sharing messages, be sure to read the article. It provides insight and tips on interviewing with the media so that the true message you have to share is the message that is received. For the Professional Development Activity this month, discover the vital tools for proper introductions.

This month, Tero is pleased to unveil to you a new website look. Go to the What's New section for links to the website, as well as some new [videos](#) and clips about Tero and its fantastic speakers!

To our fellow professionals and lifelong learners, enjoy.

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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: How can I retain information better while in meetings? Sometimes taking a copious amount of notes makes me lose focus on what the speaker is actually saying.

Tero says: Since many of us attend frequent meetings, good notes are helpful to recall important information. They also help to avoid the natural tendency to jump to judgement about comments made in meetings by keeping us busy trying to understand what was said rather than evaluate it. However, when notetaking gets in the way of active listening, changes must be made. Meeting notes should reflect the key items discussed, actions agreed, timelines and responsibilities. Other

November 19

[Outclass Your Competition](#)

[Register now](#)

December 9 - 10

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

[Success](#)

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2010 Workshops

January 12 - 13

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

[Success](#)

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January 14

[Image and Influence](#)

[Register now](#)

February 11

[Outclass Your Competition](#)

[Register now](#)

February 15 - 16

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

[Success](#)

[Register now](#)

February 25

[Image and Influence](#)

[Register now](#)

March 3 - 4

[Time Management Through Goal Setting](#)

[Register now](#)

March 9 - 10

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

[Success](#)

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April 6 - 7

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

[Success](#)

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April 13 - 14

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[Success](#)

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April 22

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[Register now](#)

May 6

[Image and Influence](#)

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May 11 - 12

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

[Success](#)

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May 13

[Image and Influence](#)

information, even when interesting, need not be recorded. Tips for taking good meeting notes include: use personal shorthand, record only key phrases, and ask for the speaker's patience with notetaking. If you are taking notes to record meeting minutes, ask the meeting leader for coaching (prior to the meeting) about what records are needed.

Question: I'm supposed to be mentoring someone at my company. What does a mentor do?

Tero says: Congratulations on being invited to serve as a mentor. Someone thinks you have something of value to share. The origin of the word mentor dates back to ancient times. The son of Odysseus in Homer's epic story of the Trojan War had a tutor named Mentor. Since ancient times the word Mentor has meant trusted counselor and guide. Today, a mentor is expected to be an individual who can be depended upon to share personal insights and to provide guidance and support that can enhance the performance and career development of another. The precise nature of the relationship will depend on both parties. Dialogue the expectations with your protege. Ask how you can be most helpful and be sure to prepare thoroughly for each meeting. While you have important responsibilities as a mentor, we encourage you and your protege to agree that the responsibility for initiating meetings and setting discussion topics rest with your protege since it is his/her goals that are mostly being furthered in this relationship.

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

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Feature Article - Tips for Media Interviews

from Tero's MORE IMPACT: Advanced Presentation Skills Participant Manual

One of the greatest misconceptions about the media is that they are dominated by hostile, antagonistic reporters whose main objective is to make you, your company and your industry look bad.

At the root of this viewpoint is the misunderstanding of who the media's audience really is.

When a reporter asks questions of you, he or she is doing it on behalf of the real audience; their readership, listenership or viewership. Since the reporter's first responsibility is to produce a newsworthy story that is of interest to his or her audience, your task is to present your story in an interesting way.

With a variety of interviewing techniques and years of intensive training available to him or her, the reporter will use whatever methods are necessary to get the newsworthy story - regardless of how you look.

An often overlooked truth in press interviews is that the reporter, in collecting a public interest story, is often asking questions that generally reflect the opinions of the general public.

This is excellent news for you. Because of the large population the media reaches, these are the very people who you can influence to increase and improve your communication and image with the general public. The media is a key conduit to the general public. People who hear about an issue often look to the media for the "real story". The media is an ambassador for your story - for better or for worse.

As a result, it is important for professionals in every industry to learn how to tell their stories effectively to the media. This requires more than skill in the industry you work in, but also skill in the art of effective communication.

The impression you wish to make is one of confidence and credibility. Unfortunately, frightened by the overwhelming experience of the media interview, many individuals come across as nervous, agitated and suspicious.

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June 10

[Outclass Your Competition](#)
[Register now](#)

June 15 - 16

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

July 8

[Outclass Your Competition](#)
[Register now](#)

July 13 - 14

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

July 15

[Image and Influence](#)
[Register now](#)

August 10 - 11

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

August 19

[Image and Influence](#)
[Register now](#)

August 25 - 26

[Time Management Through Goal Setting](#)
[Register now](#)

September 14 - 15

[IMPACT: How To Speak Your Way To Success](#)
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September 16

[Outclass Your Competition](#)
[Register now](#)

September 22 - 23

[MORE IMPACT: Advanced Presentation Techniques](#)
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October 12 - 13

[IMPACT: How To Speak Your Way To Success](#)
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October 14

[Image and Influence](#)
[Register now](#)

October 19 - 20

[IMPACT: How To Speak Your Way To Success](#)
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November 9 - 10

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By learning the rules of the media, you can learn to communicate your story effectively and truthfully with no embarrassment or later apologies necessary.

Follow these guidelines during your interview and you'll be well on your way to a successful media interview.

Choose Your Attitude

Be confident and recognize your own competence while at the same time recognize that the reporter is skilled in the art of asking controversial and provocative questions to elicit an interesting story.

Prepare and Practice

A media interview is no place for an impromptu presentation. Prepare carefully. Anticipate the most likely questions, research the facts and plan effective responses.

[Click here for the full article](#)

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Professional Development Activity - Introduction Protocol

Are you having trouble navigating the confusing world of introductions? Are you unsure when trying to introduce one executive to another or a client to the president of your company? Well, be unsure no longer! Here are a few guidelines:

Always remember:

- The name of the person of greater authority is always spoken first.
- Persons of lesser authority are introduced to persons of greater authority.
- Even if the person of lesser authority is a woman, the name of the greater authority is always spoken first.

Keep in mind:

- A junior executive is introduced to a senior executive.
- A non-official person is introduced to an official person.
- A fellow executive is introduced to a client.

Example of client introduction:

Deb Wilding (client), I would like to introduce to you John Mayfield (executive), my department manager.

Why? Clients are considered more important than anyone in your organization, even if their rank is below the executive you are introducing.



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Resources

Outclass Your Competition

Do you want to learn the etiquette and protocol secrets of the most successful business people? Register for Tero's [Outclass Your Competition](#) workshop. [Click](#)

November 16 - 17

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

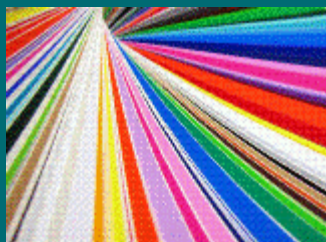
December 1 - 2

[Selecting Top Performers](#)
[Register now](#)

December 7 - 8

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

The Psychology of Color



Everyone has a physiological response to color. This response can be used to achieve desired results.

Consider the role of color in communications when selecting your attire, designing your powerpoint slides or choosing interior paint colors for meeting rooms.



In general, darker shades are seen as authoritative, credible and assertive.

Read below for descriptions of the emotions evoked with color.

[here](#) to register.

Professional Development and Networking for Trainers
Become a member of your local [ASTD](#) chapter and/or look at their calendar of events for upcoming programs of interest.

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What's New at Tero

Take a Short Movie Break

Tero is proud to present some new videos for you. Whether you are wanting to share Tero with others, or to examine one of Tero's fine speakers for a conference, The Tero website now hosts a set of videos to give you and others that inside glimpse. [Click here](#) for your private viewing.

Coming Attractions: Continue to watch the Tero website for the release of two more videos in the coming weeks:

- Overview of research and development on Tero's etiquette and intercultural training programs
- Virtual tour of the Tero Learning Center hosted by Jennifer Chittenden

A special thanks goes out to RDG Multimedia for their expert production of these videos.

A Fresh Look and Easy-to-Navigate Updated Website

Based upon the feedback of clients and the introduction of new handheld technologies, Tero has updated its website with a new look, new links, and a more user-friendly and expedient front page to get you the information you want now. Visit www.tero.com on your desktop, laptop, iPhone, Blackberry, Treo or your other favorite information device to begin your exploration.

2010 Public Workshop Dates

Tero is pleased to announce the public workshop calendar for 2010. [Click here](#) for dates, course outlines and registration information.

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Public Workshops

[Outclass Your Competition](#)

A 5-hour Business Etiquette and Dining Tutorial workshop.
November 19, 2009 (Des Moines), February 11, 2010 (Des Moines)
April 22, 2010 (Des Moines), June 10, 2010 (Omaha)
July 8, 2010 (Des Moines), September 16, 2010 (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.
October 22, 2009 (Des Moines), January 14, 2010 (Des Moines)
February 25, 2010 (Omaha), May 6, 2010 (Omaha)
May 13, 2010 (Des Moines), July 15, 2010 (Des Moines)
August 19, 2010 (Omaha), October 14, 2010 (Des Moines)

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

A 2-day workshop on speaking confidently and persuasively.
September 16-17, 2009 (Des Moines), October 20-21, 2009 (Des Moines)
November 12-13, 2009 (Des Moines), December 9-10, 2009 (Des Moines)
January 12-13, 2010 (Des Moines), February 15-16, 2010 (Des Moines)
March 9-10, 2010 (Des Moines), April 6-7, 2010 (Des Moines)
April 13-14, 2010 (Omaha), May 11-12, 2010 (Des Moines)
June 15-16, 2010 (Des Moines), July 13-14, 2010 (Des Moines)
August 10-11, 2010 (Des Moines), September 14-15, 2010 (Des Moines)
October 12-13, 2010 (Des Moines), October 19-20, 2010 (Omaha)
November 9-10, 2010 (Des Moines), December 7-8, 2010 (Des Moines)

[MORE IMPACT - Advanced Presentation Techniques](#)

Blue

Denotes Authority, trust, dependability, faithfulness, credibility and tranquility

Green

Signifies nature, success, wealth, security, serenity, freshness

Red

Symbolizes power, passion confidence, energy, assertiveness, danger

Orange

Stimulating, playful, energetic, uninhibited, not restful

Yellow

Inspires cheerfulness, caution, energy, nervousness

Pink

Evokes low energy, femininity, affection, charm, gentleness

Purple

Symbolizes royalty, creativity, power, sensitivity, passion, mystery

Brown

Communicates stability, nurturing, lack of assertiveness

Gray

Denotes neutrality, respect, accountability, reliability, steadiness

Black

Signifies authority, power, drama, somberness, control, sophistication

White

Symbolic of purity, chastity, cleanliness, freshness



*A 2-day advanced presentation skills workshop for IMPACT grads only.
September 22-23, 2010 (Des Moines)*

[Time Management Through Goal Setting](#)

*A 2-day workshop on setting goals, balancing priorities, managing time and building stress strength.
March 3-4, 2010 (Des Moines), August 25-26, 2010 (Des Moines) Times: 8:30 a.m. - 5:*

[Selecting Top Performers: Recruiting and Interviewing](#)

*A 2-day workshop on hiring top performers.
December 1-2, 2010 (Des Moines)*

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

*A 2-day workshop on hiring top performers.
November 16-17, 2010 (Des Moines)*

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

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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 to give us your feedback.

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Inspiration - Things to Think About

Having the answer is often comforting. It can lend to us feeling secure in a situation. True power, however, might lie in the questions we are able to pose, more so than the answers we are able to give. Voltaire wrote:

Judge others by their questions rather than by their answers.

Even in times of a medical event, where we are anxiously waiting for the answer to a question about our health or an illness we may be experiencing, the true power lies in our ability after receiving that answer to ask the right questions, of our doctor, our family and ourselves? Answers are finite, questions open ended, thus they become our ally to help us continually evolve in any given situation.

What questions are you asking this month?

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