



Tero® International, Inc.

Your Elite Training Team



Monthly eZine - September 2011

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Tero September eZine

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1. [Click here to view Tero's September 2011 eZine.](#)
2. [Click here for links to pdf's of the September 2011 eZine and previous eZines.](#)

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Events and Workshops

Public Workshops

2011 Workshops

October 6

[Outclass Your Competition](#)

[Register now](#)

October 11 - 12

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

[Register now](#)

October 27

[Image and Influence](#)

[Register now](#)

November 15 - 16

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

Welcome to the Tero International Monthly eZine

Sometimes the things that appear most simple are in reality the most complex. Communication is one of these things.

We use the skill of communication from birth on. Our methods of getting our message out becomes more varied with experience, yet the potential of potent feelings, unproductive emotions, misunderstandings, and misperception is present whether we are communicating to a group, or just one person. Add to that the fact that communication styles develop differently across organizations and cultures, and you can see the chance for error is great in aligning what we mean for the receiver to hear and what they do.

For these reasons we have devoted this month's eZine to communication. Communication is truly an art and a science. It requires consciousness to do well, yet it is a task we are involved in daily.

We hope from this issue you will harvest tips to help you break down the complexity and make productive communication simpler, and that the message you intend to send is indeed the one received.

In this eZine, we are also pleased to announce the addition of two new members to the Tero Training Team. Scroll down to the *What's New at Tero* Section of this eZine to meet Kevin Krause and Michele Whitty.

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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.

Answers to many of your questions can also be found in a daily radio broadcast. Professional Polish from Tero International airs daily on KIOA 93.3 FM in Des Moines, Iowa. Listen at approximately 4:38 p.m. each weekday afternoon or [click here](#) for recent tips and a program archive.

[Success](#)
[Register now](#)

2012 Workshops

January 10 - 11

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

January 17 - 18

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

February 14 - 15

[Influence: How To Achieve Winning Outcomes](#)
[Register now](#)

February 21 - 22

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

March 9

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

March 15

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

April 17 - 18

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

June 7

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

June 12 - 13

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

July 17 - 18

[Influence: How To Achieve Winning Outcomes](#)
[Register now](#)

August 7 - 8

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

August 30

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

September 25 - 26

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

Question: I do most of my business communication by telephone. What is the best way to be an effective communicator over the phone?

Tero says: Research tells us that 87% of the way we are perceived over the phone is by vocal quality. Only 13% of the impact has to do with our words or what we say. To be effective doing business over the phone you need to know how your voice sounds. Listen to your voice mail messages to evaluate your vocal quality and the messages it sends. Do you speak at a pace people can understand? Are there a lot of ums and ahs? Do you have inflection in your voice to keep people interested in your message? Adjusting your vocal quality with these tips in mind will make you more effective. [Click here](#) to listen to an MP3 broadcast of this question and answer.

Question: Do people ever get comfortable when giving a presentation?

Tero says: The Book of Lists states the greatest human fear is speaking before a group. Number 7 on that list is death. Have you ever said I would rather die than give that talk at work? You are not alone! You may not feel comfortable in front of people, but if you use open posture, a balanced stance, eye contact that focuses on individuals and pauses between thoughts you will appear comfortable. And as they say, perceptions are reality. It is more important how you appear than how you feel, and practicing these skills will definitely help you appear comfortable. [Click here](#) to listen to an MP3 broadcast of this question and answer.

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

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Feature Article - Is the Message You are Sending the Message Received?

by Deborah Rinner

Communications wrought with misunderstanding are nothing new. In fact they happen daily, often very unintentionally. Words spoken can have differing meanings to differing ears and minds. Words once used to applaud someone can be spun into indicators of fault when the relationship is threatened. There are thousands of ways communication can take a turn south, and turn out less than positive. Here are three case studies. The third, being a presidential one, reminds us communication mishaps happen in places you would imagine we would know better. Have you ever seen these in your workplace or personal life?

Case One: Let Me Call You Sweetheart . . .

Has anyone ever assumed too much familiarity in their verbal communication with you or someone you know? Words and the tone they are delivered in have a lot of power, but nothing weakens them more than when they are used inappropriately. Picture this: You are waiting in the drive up lane of a new coffee shop. When it is your turn to order your latte, you are greeted with "What can I get you hon? Do you want skim in that hon? Thanks sweetie, see you at the window." Knowing full well the voice on the other end of the window has never met you, and cannot possibly know if you indeed conduct yourself like someone referred to as sweetie or hon, you begin to feel a bit uncomfortable. What are they up to? Is the familiarity assumed supposed to make me feel like a regular here? Do I want to be a regular here? After paying for the latte and hearing two more hons and a bye sweetie, do you ever want to go back? All you wanted was a latte. Someone innocently and intentionally was trying to be nice with words and tone, but was that the message received? Or did they unintentionally communicate a message peppered with patronizing that was received with mild skepticism - making the latte suddenly seeming less desirable?

Case Two: What Do "You Guys" Think?

Gender issues in the workplace have been examined through news articles, film (remember the classics Nine To Five with Dolly Parton or What Women Want with Mel Gibson?), literature, legal cases and discussion for years. Exposing these

[Register now](#)**October 18**[Outclass Your Competition](#)[Register now](#)**November 13 - 14**[IMPACT: How To Speak Your Way To Success](#)[Register now](#)**November 15**[Image and Influence](#)[Register now](#)

Greatest Human Fears



"Fire, electrical blackout, locust, earthquake..." Thus the apprehensive speaker prays. She and thousands of men and women like her view speaking in front of a group as the experience to be feared most. More than fear of heights, fear of spiders and even fear of dying.

In a study of humans' greatest fears, speaking in front of a group ranked number 1 while fear of dying reported in at number 7.

Worst Human Fears

1. Speaking Before a Group
2. Heights
3. Insects and Bugs
4. Financial Problems
5. Deep Water
6. Sickness
7. Death



The statistics support Jerry

issues has resulted in an attention to gender being formally taken out of the workplace as a consideration in how people are treated. Yet it crops back up in business communication. Have you ever received an email addressed "Gentlemen:?" Or "Ladies:?" They are out there and in fact they are "out there" in terms of political correctness in today's business environment. Addressing in a gender specific way in a written or verbal communication is a thing of the past. Rank and precedence rule in business protocol, not age and/or gender. Yet we still hear "What do you guys think? Should we ask the ladies? Do the gentlemen care to go to lunch?" etc., etc., etc., Opening up our language choices to be inclusive, non gender specific, and free of assumptions creates communication that can reach and be received well by everyone, reflective of the value we place on the receiver's professionalism and our own.

Case Three: The High Price of Fuel

[Click here for the full article](#)[Back to top](#)

Professional Development Activity Non-verbal Communication

Communication skills are important in any profession and are an area of professional development that should be continually enhanced. Challenge yourself to become conscious of the following critical non-verbal communication skills. Observe others and look for opportunities to implement these skills into your daily communications.

Eye Contact

During every personal contact (meetings, informal discussions, presentations, family functions, etc.) monitor your eye contact. Speak to people's eyes (avoid staring and avoid looking at other parts of the other person's anatomy). Do not talk to objects such as a table top, your meal, your feet, etc. When listening to someone, maintain 100% eye contact to communicate that you value the person and are interested in their message.

Body Language

Research reports that people look for and trust symmetry. When communicating, be aware of the non-verbal messages your body language may be sending. Stand up straight with your weight equally distributed on your legs and feet. Avoid leaning to one side, shifting your weight, or pacing. Communicate openness by ensuring that your hands and arms are open. Rest your arms and hands at your sides when you are not gesturing. Avoid folding your arms in front of your body or clasping your hands together. Above all, remember the secret to polite and friendly communications - look for opportunities to smile.

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Resources

IMPACT: How To Speak Your Way To Success

Like overcoming any fear, the solution to overcoming the fear of public speaking lies in solid education and learning like that found in Tero's *IMPACT: How To Speak Your Way To Success* presentation skills workshop. [Click here](#) for a workshop outline. [Click here](#) to register.

NEW Influence: How To Achieve Winning Outcomes

Every day in our personal and professional lives, we are involved in scenarios where we strive to influence others. The ability to effectively influence others in pursuit of winning outcomes represents competitive advantage to individuals and organizations. [Click here](#) for a workshop outline. [Click here](#) to register.

Seinfeld's humorous claim that most people at a funeral would rather be the corpse than the person delivering the eulogy.

Fear of public speaking is known as **Glossophobia**

This phobia is exceptionally common. Researchers have found that approximately 75% of people have some level of anxiety when speaking in front of a group.

Related phobias include:

Laliophobia:
fear of speaking

Demophobia:
fear of crowds

Katagelophobia:
fear of ridicule

While feared, the ability to communicate effectively with individuals and groups is also cited as the number one factor contributing to the success of the highest paid people in America. So it's definitely a fear worth overcoming and a skill worth cultivating.

10 Most Common Human Phobias

1. Arachnophobia: fear of spiders

Women seem to be more affected by this phobia



2. Ophidiophobia: fear of snakes

Personal experiences can influence this phobia

3. Acrophobia: fear of heights

Anxiety attacks may occur and individuals typically avoid high

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What's New at Tero

2012 Public Workshop Schedule

For individuals who seek to acquire Tero skills and an in-house workshop is not a good option, there is good news for you in 2012. [Click here](#) to view the new 2012 Public Workshop Schedule.

Tero Welcomes Michele Whitty

Tero welcomes Michele Whitty to the Tero Team as a Training Consultant. With careers as a Recreation Therapist and a Fundraiser, she believes effective communication and presentation skills were key to her progress and success in her professional life. [Click here](#) to meet Michele and read her full profile.

Tero Welcomes Kevin Krause

Tero welcomes Kevin Krause to the Tero Team as a Training Consultant. Kevin brings a rich background of skills and experience gained through careers in business, sports management and the law along with a passion for helping rising executives develop critical leadership skills. [Click here](#) to meet Kevin and read his full profile.

Carlos Alvarez Speaks to the Civic Center of Greater Des Moines

Carlos Alvarez, Senior Training Consultant for Tero International, was invited to speak to the staff of the Civic Center of Greater Des Moines as they prepare for the start of their impressive season. [Click here](#) to meet Carlos. Visit www.civiccenter.org for information about the Civic Center and the upcoming season.

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Public Workshops

[Outclass Your Competition](#)

A 5-hour Business Etiquette and Dining Tutorial workshop.
March 15, 2012 (Des Moines), June 7, 2012 (Des Moines)
August 30, 2012 (Des Moines), October 18, 2012 (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.
March 9, 2012 (Des Moines), November 15, 2012 (Des Moines)

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

A 2-day workshop on speaking confidently and persuasively.
October 11-12, 2011 (Des Moines), November 15-16, 2011 (Des Moines)
January 10-11, 2012 (Des Moines), February 21-22, 2012 (Des Moines)
April 17-18, 2012 (Des Moines), June 12-13, 2012 (Des Moines)
August 7-8, 2012 (Des Moines), September 25-26, 2012 (Des Moines)
November 13-14, 2012 (Des Moines)

[Time Management Through Goal Setting](#)

A 2-day workshop on personal effectiveness and productivity.
January 17-18, 2012 (Des Moines)

[Influence: How To Achieve Winning Outcomes](#)

A 2-day workshop on achieving outcomes without giving in.
February 14-15, 2012 (Des Moines), July 17-18, 2012 (Des Moines)

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

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Online Resources

places

4. Agoraphobia:
fear of being unable to escape
Researchers have found that roughly 1/3 of individuals with panic disorders develop this phobia

5. Cynophobia:
fear of dogs
This phobia is also associated with specific personal experiences

6. Astraphobia:
fear of thunder and lightning
Also known as Brontophobia, Tonitrophobia or Ceraunophobia

7. Trypanophobia:
fear of injections

8. Social Phobias:
fear of social situations
This phobia can become severe and people may avoid public settings and interactions

9. Pteromerhanophobia:
fear of flying



10. Mysophobia:
fear of germs or dirt
Associated with obsessive-compulsive disorder

Other Human Phobias/Fears



Alliuphobia:
fear of people/society

Atelophobia:
fear of imperfection

Professional Polish Radio Broadcast

Professional Polish from Tero International provides listeners and readers with a daily business tip. The tips respond to questions asked by business professionals about interpersonal interactions in the workplace. Professional Polish airs daily on KIOA 93.3 FM in Des Moines, Iowa. Listen at approximately 4:38 p.m. each weekday afternoon for Tero's Professional Polish Business Tip of the Day or [click here](#) for recent broadcasts and program archive.

Join Tero's Online Community

Leverage the power of social networking for instant communication, immediate updates and access to relevant information. Follow Tero on Twitter, Like Tero on Facebook, Read Tero's weekly Blog or Subscribe to Tero's You Tube Channel.



Graduates Only

Are you a graduate of a Tero workshop? The Graduate's Only section on the Tero website provides useful resources and activities to support and reinforce your learning. [Click here](#) if you are a Tero graduate to gain access to this exclusive area of the Tero website. Simply enter your full name and email address to gain access.

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Inspiration - Things to Think About

"The single biggest problem in communication is the illusion that it has taken place."

- George Bernard Shaw

"Communication is the real work of leadership."

- Nitin Nohria quotes

"Conversation is the slowest form of human communication."

We communicate with individuals on a daily basis - but are we doing it effectively? The next time you find yourself frustrated and feeling misguided step back and think: Did effective communication occur or did the illusion of communication occur?

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Athazagoraphobia:
fear of forgetting

Atychiphobia:
fear of failure

Scopophobia:
fear of being looked at by others



Sources:
phobias.about.com
dictionary.reference.com
psychology.about.com

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