

THE TED* LETTER

By David Emerald

February 2008



Coming Up

“Experiencing *The Power of TED**” in Seattle March 14-16 and “Introducing The Power of TED*” in Dallas on March 28. Early registration for both offerings expires on February 29th, so enroll today! ([visit our website for event updates](#)).

TED* For President

The U.S. is in the midst of our long process of electing a new President and the whole world is watching. I hereby place into nomination: “TED* for President!” – or I should say, “a” TED* for President. **What would it be like for a candidate to embody TED* (*The Empowerment Dynamic)? If we had such a candidate, how would we know it?**

Before seeking to answer that, let’s look at the historical and current reality of U.S. presidential politics through the lens of the Dreaded Drama Triangle (DDT) and the Victim Orientation. It is not too difficult to see and hear the roles of Victim, Persecutor and Rescuer in national politics – it has been the frame for decades, if not longer. **There are two primary DDT scenarios that we witness as we watch the drama unfold.**

The first scenario casts Citizens as Victims. You and me, as the voters, are seen as being victimized by the Persecutor, which is the other party, or the threat of terrorism or a declining economy or a poor health system or... so the story goes. If you are a Democrat or Independent, you’ve been victimized by the Republican administration and its conservative policies. If you are a Republican, a Democrat or any viable Independent threatens to victimize you by reversing the “progress” made in the past 8 years and imposing a liberal or alternative agenda. And who, in this scenario, is offered as the Rescuer? Of course, it is the candidate (or the political party) that represents your views! We will increasingly see this story told and retold after the parties’ candidates are nominated and the presidential campaign hits full stride.

The second scenario is where the candidate positions himself or herself as the Victim of political “spin” or being misinterpreted and misunderstood by the other candidate, who is cast as the Persecutor. We see this now during the primary and party nomination process. In this case, it is the Citizen/Voter that the candidate is appealing to as the Rescuer: “Just vote for me and we will prove him/her wrong.” (Of course, a variation on this scenario will also become part of this fall’s election positioning.)

Both of these scenarios – and there are undoubtedly others we could identify – are deeply rooted in the reactive nature of the **Victim Orientation** (chapter 4 of *The Power of TED**). Positions, policies, and people (the other parties or candidates) are labeled as problems. They are often described in words and tones that elicit anxiety – even fear. The candidate counts on this emotional energy triggering a reaction which results in a vote for them. The candidate says – either implicitly or explicitly – “vote for me and I will rescue you from the problems and your anxiety.”

The Candidate as Rescuer, in the long run, will only perpetuate the DDT and reactive Victim Orientation. Over

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time, that Rescuer will come to be seen as the Persecutor to members of the other party or to anyone who disagrees with their positions and policies.

TED*, however, provides another possibility for public leadership and candidates for office.

A TED* politician would root their candidacy firmly in a **Creator Orientation** (chapter 6 of *The Power of TED**). As they do, they fix their primary focus on articulating a vision and the outcomes they are taking a stand for creating. If their vision resonates and speaks to what a citizen holds as a possibility that has meaning for them, it will evoke passion and, yes, hope for that possibility. The call to action, then, is not a form of re-acting, but of inviting individuals to get involved by taking at least one baby step to help co-create the envisioned outcomes – even if that baby step is merely to vote.

A TED* candidate speaks in language that reflects the relationships and roles of ***The Empowerment Dynamic (TED*)**. They address voters not as a Victim, but as a Creator who has the capacity to help create a world and society that reflects our collective – and diverse – aspirations. They speak to and about other candidates not as a Persecutor, but as a Challenger, and as a Creator in their own right who is advocating their own vision and outcomes. They cast their rival in the role of the “loyal opposition” who serves as a catalyst for the candidate to hone and articulate their own vision in order to campaign *for* a vote for their platform, rather than for a vote *against* the other.

And, most importantly, a **TED* candidate sees themselves as a Coach – or, better yet, as a Facilitator – not as a Rescuer**. Their role is not that of “fixer of the problems,” but as the convener of the collective wisdom and resources of diverse viewpoints to create solutions and outcomes. That is what they stand for and speak to. They hold the dynamic tension between the envisioned outcomes and the problems that reside in current reality which must be addressed and resolved in order to bring the vision into being. They are honest in acknowledging that creating takes time and is not always easy.

And who would “TED* for President” see as those who are called to help co-create the solutions and outcomes? **We the people**. We are co-creators of our culture – in our neighborhoods, local communities, states, regions, nations, and world. As the U.S. presidential campaign unfolds, listen to the language being used by the candidates. How do they frame the issues and how do they treat citizens and other candidates? Who do you feel most closely resembles “TED* for President?”

Putting TED* into Practice: Your Call to Action

So what baby steps can you take as a Co-Creator in the public arena? Here are just a few that come to mind:

- Vote – every time there is an election and initiatives are presented to the public

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- Volunteer – for candidates and initiatives that reflect what you are for (rather than what you are against)
- Vision – discern and declare your vision for public leaders (since this is the foundational discipline as a Creator)
- Lead – if the Calling is there for you, perhaps it is time for you to step forward and be the next “TED* for President” (or whatever office speaks to you as your way to serve)

The Spread of TED*

The calendar of events and seminars for TED* over the first half of 2008 has been set. We are delighted to be offering, for the first time, two different seminars to introduce audiences to TED* and to meet the needs of those who are drawn to a “deeper dive.”

[“Introducing The Power of TED*”](#) continues to receive rave reviews from participants (an average rating of 9+ on a 10-point scale)! This 1-day (9:00 – 4:00) seminar provides participants the opportunity to:

- Understand the frameworks: DDT; TED; Victim and Outcome Orientation; Dynamic Tension
- Identify their own drama patterns and the roles they play
- Know how to begin to make the shift between the orientations and the roles
- Establish a daily practice of identifying and taking Baby Steps to manifest outcomes in their personal and professional lives.

Registration is now open for the following dates and locations: [\(click here to learn more\)](#)

April 18 — Shilshole Bay Beach Club; Seattle (Ballard), WA

April 23 — Life’s Headwaters; Minneapolis, MN

May 17 — Boulder Center for Integral Living; Boulder, CO (Cancelled! Future date to be announced)

June 20 — Fresno Pacific University; Fresno, CA

[“Experiencing The Power of TED*”](#) is a 3-day highly experiential seminar and a “deeper dive” into applying TED*. The intended outcomes are for participants to:

- Take a “deeper dive” into the tools and techniques of *The Power of TED**
- Gain exclusive access to the evolving *TED* Handbook* and its concrete and replicable tools and techniques

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- Further investigate and understand patterns of drama and empowerment
- Work with others to facilitate “shift happening” between orientations and roles
- Observe TED* at work in individual and group settings
- Learn within a community of colleagues who share the commitment to methods that work beneath the surface to achieve long term results.

Registration is now open for the following dates and locations:

March 14-16 — Seattle, WA

June 13-15 — Dallas, TX ([click here to learn more](#))

For more information on other dates or events, [click here](#).

IF YOU OR YOUR ORGANIZATION WOULD LIKE TO SPONSOR THESE OR A CUSTOM-DESIGNED TED* SEMINAR, PLEASE EMAIL US: INFO@POWEROFTEDE.COM TODAY!

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Please let me know what you think of "*The TED* Letter*" & including what you'd like to see in future issues and/or how it can be improved! Write me: David@PowerofTED.com.

Have a great month!

David Emerald