

# THE TED\* LETTER™

By David Emerald

February 2010



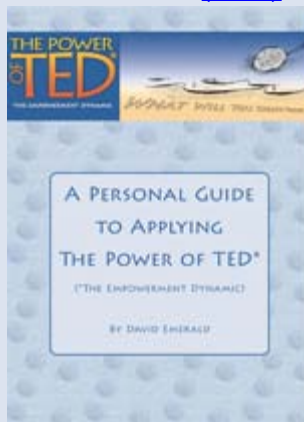
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Copyright

[\(See the printer friendly pdf on the Power of TED\\* Website. - available within 24 hours of this email.\)](#)

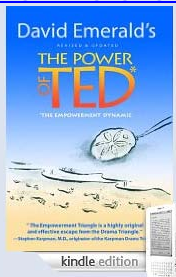
**Public Workshops on The Power of TED\* coming to Seattle and Dallas in March. [See more](#)**

**A Personal Guide to Applying The Power of TED\* [\(more\)](#)**



We are pleased to announce that The Power of TED\* is now available as an e-book!

[TED\\* for Amazon's Kindle](#)



[TED\\* is also available in Multiple E-Book Format Options on Smashwords!](#)

## Mastery

"People make The Empowerment Dynamic vibrant. By itself, it's no more than a good tool, something that *could* make a difference if people chose to use it. TED\* comes to life when you put it into practice in your life and relationships."

From the Preface of *The Power of TED\** ([The Power of TED\\*](#))

[George Leonard](#), the American writer, educator, editor - and a pioneer in the human potential movement - passed away last month. While I never had the chance to meet or be in the presence of him, I have been deeply influenced by one of his books: [Mastery: The Keys to Success and Long-Term Fulfillment](#); (New York: Penguin Books, 1991). It is among my "must read" books for anyone committed to living their lives as a Creator.

Leonard advises that "mastery is not about perfection. It's about a process, a journey. The master is the one who stays on the path day after day, year after year. The master is the one who is willing to try, and fail, and try again, for as long as he or she lives."

As we live, work and relate with others from the [Creator Orientation](#), through our experience we often feel led to a deeper relationship with one or more aspects of creating in our lives. We begin to focus on this aspect of expressing in a special way. This focus, according to Leonard, is on "some mode of thought and expression, some interpersonal or entrepreneurial enterprise, some art or craft."

For some this may be the mastery of everyday living - like parenting, gardening, or working in the profession of their choosing. Whatever its focus, mastering signifies action fueled by passion.

One personal example comes from my experience in facilitating countless leadership development programs. Frankly, I have done some presentations so many times, I could do them "with my eyes closed." Yet I love sharing the ideas with people so much that, in facilitating an experience, there are times when the way of expression and the dialogue that ensues brings about new insights that I have never thought about before.

When that happens, something new is created out of the experience. There may be a breakthrough to the next level of expression. Many times an insight that comes from a participant may add a new way of articulating the message. I love "practicing the craft" of these presentations for their own sake.

The invitation that is at the core of TED\* is to enter the lifelong practice of living as a Creator. Mastery is a way of being, not something to obtain. You can take it from me that The Empowerment Dynamic



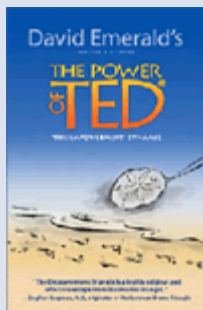
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Available wholesale for book sellers through [New Leaf Distributing.](#)

### What People are Saying about TED\*:

The following are statements that have been shared on Facebook and via email:

“In The Power of TED you provide the keys for positive, powerful living. You give complete information in brief, concise, easy-to-remember word pictures and stir it into a deeply engaging story. I love that you

and the Creator Orientation take daily practice.

One of the most powerful aspects, however, of Leonard's teaching about the way of mastery may come as a bit of a surprise. Or it may come as an opening and source of freedom to choose the path of mastery in becoming a Creator.

As we enter a mastery relationship - be it a skill or a discipline or a way of living - there is this: one never attains complete mastery over a thing or process. You will never "have mastered" - you can only be in the process of mastering. You are always on the journey, practicing the discipline of that aspect or expression of life that calls for mastery.

### Putting TED\* into Practice

What, in your life, calls to you and invites you into the lifelong process of mastery? What ignites your passion? If you had all the money and time in the world, where would you put your focus?



As you identify your answer(s) to these questions, ask this additional one: what baby steps can you take to practice - to take the next step in your mastery - today?

### TED\* News, Updates & Sightings

#### FIRST PUBLIC WORKSHOPS IN NEARLY TWO YEARS!

**Discover TED\* (\*The Empowerment Dynamic)** - This one-day workshop provides an in-depth overview of the concepts, frameworks and tools found in *The Power of TED\**.

Seattle - March 5th at the Dreamclinic Massage Center  
Dallas - March 25th at imc2

**A Deeper Dive into The Power of TED\*** - This is a two-day, highly experiential workshop designed for those who are already familiar with TED\* and are committed to enhancing their capacity as a Creator. This workshop will be co-facilitated with Bert Parlee, Ph.D.

Dallas - March 26th & 27th at imc<sup>2</sup>

For More Information and to Register:  
<http://www.powerofted.com/seminars.html>

**New Workbook: "A Personal Guide to Applying The Power of TED\*" Now Available**

Be one of the first to use this comprehensive workbook as a companion to the book. It serves serve as a guide to applying the principles, mindset, and practices of The Empowerment Dynamic to your own life. It is designed for individual use and will encourage the Baby Steps by which to put TED\* into daily practice. Reading *The Power of TED\*™* prior to pursuing these activities is highly recommended. This workbook

not only introduced the positive counterparts of negative characters, but also describe exactly how to shift to that positivity and creativity in easily doable ways. The Power of TED is an incredible tool for anyone who wants to cross a fairly short bridge to a much more dynamic and vibrant way of living...

TED\* totally has the ability to make anyone's life a whole lot more positive.....it takes only a little time and an amazingly small amount of effort to practice the dynamic principles and watch magic happen. ”

P.M. in an Email

“I just finished the workbook and want to thank you for this insightful work. I am so glad I stumbled upon The Power of TED\* a few months back. BTW - I've lost a total of 30 lbs ... 17 of them have been recent right after I learned of the DDT and the victim role. I've moved to a creative role and am taking EXCELLENT care of ME!

”  
N.

“YAY!!! Definitely life changing :-)”

S.S. on Facebook

“ I think daily about TED\*. My daughters (5 and 6 years old) are quite engrained in the victim role these days, and I'm finding it

can serve as a wonderful reinforcement of the principles contained in the book, enlivening your learning experience.

For more information and to order:

<http://www.powerofted.com/book.html#workbook>

Check out these references to TED\* that appeared on the web this month:

- on [Philosopher Notes](#)
- on [Bootcamp Blog](#)
- on [Article Alley](#)

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### Copyright

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To the Creator in you!

*David Emerald*

Newsletter Design by: [Executive Insight, Inc.](#)

helpful to ask what they want or remind them that they have the choice to be or act how they want. The construct that you introduced continues to serve me well.

Thanks for that! ”

D.L. in an Email

“I read The Power of TED\* at least 20 times over the past several years. It is one of the 5 books I keep on my desk at all times - that is saying a lot because I read a lot of books! I use the principles with my clients, and I use them in my life on a daily basis. One of my clients made a great statement. She said, "I knew about the drama triangle, but I never knew what to do to counteract it - now I do after reading this book." If I could give 100 stars for this book, I would. ”

Review by E/EC on Amazon.com

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