

THE TED^{*} LETTER

By David Emerald

January 2009



Happy New Year!

That greeting often evokes a spirit of fresh beginnings and hope for the days and months to come. We review the year past; welcome the turn of the calendar; and dream about tomorrow and set intentions for the road ahead.

With the beginning of the New Year, in the United States we have just engaged in the process of the orderly transfer of power and leadership from one presidential administration to another. This ritual and renewal of our democracy takes place every 4 or 8 years and brings with it a hope that comes with a fresh face and vision (regardless of one's political affiliation). While the structures of democracy remain the same, refreshing the vision brings new life, vitality and fresh beginnings.

The same is true for *The Power of TED** in this New Year!

New Year; New Look; NEW BOOK!

It is with a great deal of excitement and anticipation that I welcome you to the “refreshing” of *The Power of TED**! This issue of “The TED* Letter” inaugurates the new look that you will find by visiting our brand new website at www.powerofTED.com.

The BIG NEWS behind the new website and look is the release of ***The Power of TED* (*The Empowerment Dynamic) – Revised and Updated***. This new edition represents a refreshing of the vision that is TED*.

Since its' original publication in late 2005 and through three printings, the first edition of TED* has spread largely through word-of-mouth. Readers have offered valuable feedback about the book, the story, and the concepts and tools contained in TED*. In addition, through multiple presentations, workshops and conversations, the content has developed and nuances have become clearer. In short, TED* has matured.

Readers of the first edition will find the following primary “upgrades” and changes:

- A refreshed cover, which more fully reflects the illustrated story, along with fresh endorsements on the back.
- A new Preface overviewing the journey of TED* up until now and encouraging the formation of local TUGs (TED* User Groups).
- The story has been refreshed and is told in a more grounded fashion, which will allow the ways of being, thinking and taking action that the story conveys to be more accessible to more readers. (The story is still the same story, however!)
- Additional content has been added, most notably in the chapters on “The Empowerment Dynamic” and “Shift Happens.”



- A new Appendix provides a synopsis of the concepts contained in the story.

Order your copy today! *The Power of TED* (*The Empowerment Dynamic) – Revised and Updated* is now available through:

- www.powerofTED.com, where you will also find options for volume discounts, along with signed and personalized copies;
- Amazon.com. Since this is a new listing on Amazon and their system is highly automated, their inventory only builds as individuals order the book. You can help “prime the pump” by ordering through Amazon, though it will initially take a 1-2 weeks to receive your order.
- TED* will also soon be available through www.barnesandnoble.com.

Watch for future announcements of availability in upcoming issues of “The TED* Letter.”

The Spread of TED*

The purpose of The Empowerment Dynamic (TED) is to challenge us all, as individuals, families, teams, organizations – indeed, the web of human relationships – to grow beyond the daily drama and into a way of being, thinking and taking action that cultivates the roles of Creator, Challenger and Coach. If you are reading this newsletter it is because you know the contribution that TED* has made to your life and those around you.

*The Power of TED** continues to be a self-published book. While the intention for 2009 is to partner with a national/international distributor, the current reality is that distribution is limited to the sources above.

Word-of-mouth is the primary path that will take TED* more deeply and broadly into our world. It is a “grassroots” process. This work is our work and your sharing it with others creates the conversations that help make “shift happen” in our relationships.

My request and invitation is to take any – or all – of the following steps to further the spread of TED* (click on the title in bold below to follow a link):

- **[Explore the New Website](#)** – Look around. See what inspires you and captures your attention. Refer others to it and encourage them to subscribe to “The TED* Letter.”
- **[“Pay it Forward”](#)** – Purchase one or more books to give to others with the request that, if TED* contributes to them as it has to you, that they do the same for others.
- **[Submit a Book Review](#)** – Help expand the new edition’s presence on Amazon.com by writing and posting your review of *The Power of TED**.

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- [Form a local TUG group](#) – Host a TED* Users Group (TUG) in your area as a way of supporting others – and yourself – in applying TED* in everyday living.
- [Sponsor a TED* Event](#) – Are you part of an organization or service group that could benefit from learning about and applying TED* to personal and working relationships? Organize a presentation, seminar or facilitated application of TED*. The examples you find on the website are only suggestions. Custom-designed presentations, seminars and processes draw on my three decades of professional experience.

I am open to your suggestions on how to further the spread of TED*! Feel free to email me david@powerofTED.com.

Stay Tuned!

There is more to come from TED* in 2009, including a new workbook, web-based seminars and teleclasses. "The TED* Letter" is the best place to watch for news and the latest developments.

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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.

David Emerald