

# THE TED\* LETTER

By David Emerald

March 2008



## First Offering of “Introducing *The Power of TED\**” a Powerful Premier!

The “votes” are in: the approximately 35 participants in the March 28<sup>th</sup> premier offering gave an average rating of 9 (out of 10) to their experience. Here are just a few of their written comments:

- “Introducing *The Power of TED\**” is an empowering experience that looks at practical solutions that anyone can immediately start doing.
- If you want to regain adaptability and creativity, “Introducing *The Power of TED\**” will give you a process to get going.
- “Introducing *The Power of TED\**” is an excellent and practical tool for getting the most out of your relationships.
- “Introducing *The Power of TED\**” will change the way you look at addressing challenges and effecting change.

Registration is open for Seattle (April 18<sup>th</sup>), Minneapolis (April 23<sup>rd</sup>), Boulder (May 17<sup>th</sup>) – with Fresno, CA (June 20<sup>th</sup>) coming soon! For more information and to register, [click here!](#)

## You Cannot Not Create

There is an old saying in the field of interpersonal communication, which is “you cannot not communicate.” Even if you are “saying nothing,” your facial expressions, your body language, even your eye contact (or lack thereof) convey something to the other that they take in and interpret. As a corporate executive once observed to me, “I cannot scratch my head without people around me wondering what it means.”

When it comes to the realities of creating outcomes, something similar can be said: “**You cannot not create.**” **The question is, are you creating consciously and intentionally or are you creating by reacting to what is going on around you?** Either way, you are creating outcomes than have intended and, perhaps, unintended consequences.

One classic example of creating reactively can be found in the “Abilene Paradox” of Jerry B. Harvey, Professor Emeritus of Management at George Washington University. Drawing on his life experience, he tells the story of sitting on the porch on a hot Texas mid-summer day, playing dominoes with his wife and in-laws when his father-in-law casually suggests they all get in the car to drive to Abilene for dinner. (It’s important to note that Abilene was 53 miles away and there was no air conditioning in the car, which Harvey referred to as “the furnace.”) Everyone, in turn, agreed with the idea – even though each and every one of them thought the idea

# THE TED\* LETTER

By David Emerald



March 2008

was a bad one, but choose to not say so. (By not saying anything to the contrary, all engaged in the form of reacting that TED\* refers to as “freezing.”)

The outcome? A hot and dusty 100+ mile trip for a mediocre-at-best dinner from which everyone returned exhausted and cranky. According to Wikipedia, the Abilene Paradox is a situation “in which a group of people collectively decide on a course of action that is counter to the preferences of any of the individuals in the group.” That was the unintended consequence: creating an outcome that nobody really wanted.

I’m sure you can think of your own experiences in which you have reacted to something that occurred in your life – whether it was to “fight, flight, or freeze” – only to find yourself then having to deal with outcomes that resulted from the reaction.

**Every action we take sets a ripple effect into motion.** Why not “pay it forward” in ways that are purposeful and positive? My dad was a traveling salesman, driving countless miles along Midwestern highways and byways. His favorite bumper sticker read “Courtesy is Contagious,” which he posted on his bumper and sought to live – and drive – by. He knew that road rage sparks road rage and that, alternatively, courtesy gets passed on to others.

**As a Creator, you create outcomes in your life by the choices you make, both in envisioning the outcomes you desire to manifest, as well as in how you respond to what happens to your life.** Create relationships that engage TED\* (\*The Empowerment Dynamic) by cultivating your own capacity to be a Co-Creator, Challenger and Coach with and for others – be they personal, professional or familial.

Since we cannot not create, let’s make it a conscious and constructive process. As an outcome, our world will be a better place for it.

## Putting TED\* into Practice: A Week of Daily Reflection

Commit to take a week – a whole seven days – to engage in daily reflection on when you are reacting and when you are consciously creating. This process is best done at either the beginning or the end of a day (or both, if you are really ambitious!).

# THE TED\* LETTER

By David Emerald



March 2008

Using either a journal (highly recommended) or a sheet of paper, brainstorm as many “experiences” that have stayed with you from the day. These may be positive events or unpleasant ones and may include conversations, meetings, interactions with strangers – anything that happened *to you* and/or that *involved you*.

Once you have captured as many experiences/situations as you can (and you will be surprised how many there are in the course of a day), go through the list and reflect on each of them using the following questions:

Did I *react* to the experience or did I *create* the experience? (Put either an “R” or a “C” next to the item.)

For each that has an “R,” did I choose my response or just react? If I just reacted, was my reaction to “fight, flight or freeze” and did I do so as either a Victim, Persecutor, or Rescuer? (You might want to use V, P or R as additional labels.) What was the outcome of my response?

For each that has a “C,” what was the intended outcome? Was the outcome achieved? Were there any unintended outcomes that resulted? What worked? What didn’t? What – if anything – would I do differently in the future?

At the end of the week, look back over your notes and see if any pattern emerges. Count the number of “R” and “C” labels. Regardless of what you find, you will be increasing your capacity to be a conscious Creator!

## 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
- 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:**

**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](mailto:INFO@POWEROFTEDE.COM) TODAY!**

# THE TED\* LETTER

By David Emerald



March 2008

## Forward/Subscribe/Unsubscribe

"The TED\* Letter" is designed for those who are committed to making the shift from Victim to Creator in their works and lives. If you want to continue to receive "The TED\* Letter," please add this to your address book to avoid spam filters. And, please, feel free to forward this to friends and colleagues who might benefit from it! If you do not want to receive future issues, please scroll down to the bottom and click on unsubscribe & we will promptly remove you from the list. And, as always, "The TED\* Letter" will not share its subscriber list with anyone else.

This newsletter is written and edited by David Emerald (c) 2008, with all rights reserved. Please feel free to send this newsletter in its entirety to anyone you think might like it. If you would like to reprint the newsletter for other than your personal use, you are invited to do so, provided you keep the content intact without any editing and attach the copyright notice to our material. This material may not be sold to others.

If "The TED\* Letter" has been forwarded to you and you would like to receive it, please click: [Subscribe](#).

If you no longer wish to receive "The TED\* Letter" for any reason, please click: [Unsubscribe](#).

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](mailto:David@PowerofTED.com).

*David Emerald*