

# THE TED\* LETTER

By David Emerald

September 2006



## Welcome “New” Subscribers

In preparing for the latest edition of this occasion newsletter, it came to our attention that many, many people since the first of the year have signed up for “The TED\* Letter” – only to never actually make it into the database! If you are one of those “new” subscribers, please accept my humble apology – and help yourself to the archive of past issues, available by [clicking here](#).

“The TED\* Letter” is designed for those who are committed to making the shift from Victim to Creator in their 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!

## 9/11 & Post-Heroic Leadership

This week most of us paused and reflected on the events of 9/11 five years ago when the world was awakened to a new level of victimization and the ultimate end when Victim persecutes Victim and the reactive cycle spirals downward. Unfortunately, that spiral continues today. As Gandhi so wisely observed, “An eye for an eye makes us both blind.”

In the midst of my own sobering reflections, I was moved by a short exchange of emails I received that express the possibility of a new way of seeing and being that TED\* opens for all of us.

The initial spark for the exchange was a wonderful column by Neil Pierce of the Washington Post Writer’s Group, entitled “Breathing Hope Instead of Fear: Sept. 11th’s Other Anniversary.”

In it he writes:

**Must Sept. 11 forever be remembered exclusively for the terrorist attacks of five years ago this Monday?**

**For contrast, reel the clock back to another Sept. 11 morning, in 1956, precisely 50 years ago this week:**

**President Dwight D. Eisenhower opens the first White House Conference on Citizen Diplomacy. Recognizing the budding sister city programs of U.S. communities reaching out to former enemies in Japan and Germany, Eisenhower starts the ball rolling for founding Sister Cities International and People to People International.**

**Eisenhower’s legacy has flowered in thousands of Americans’ interactions and relationships with their sister citizens of the globe.**

**Today, in fact, 800 American communities are engaged in 2,200 sister city relationships, focused on cultural contacts and exchange visits, from high schoolers to Chambers of Commerce, with partners in 134 nations around the globe.**

**Why is “citizen diplomacy” important? Eisenhower had no doubt: “the most worthwhile purpose there is in the world: to help build the road to peace.”**

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(For the full column, which includes an update on how this movement has chosen to respond to the 9/11 attacks, [click here!](#))

In response to reading Pierce's column, Rollie Smith, field director of Housing and Urban Development (HUD) in Fresno, California wrote to a colleague:

"I loved Power of TED\*. It puts so simply and clearly all that great sages down the years have said in trying to move humanity from our little mammal beginnings into our potential as soaring free spirits. Would that US leaders would have turned the Sept 11 perception from Victim to Creator and had instead of trying to be Rescuers had been Coaches. What a different world we would be in right now after 5 years."

The colleague who received his email is Deborah Nankivell, executive director of the Fresno Business Council and an ardent supporter of the TED\* work. She forwarded it with this message of hope:

"I know you are getting lots of well deserved affirmation. I wanted to share this one with you for a couple of reasons. Rollie is one of the most deeply intellectual and caring people I know. There is something about TED\* that shifts the center of identity to the heart and where quantum shifts can happen. As we reach 9.11 and remember what it was like to feel so vulnerable and yet so united, I have to hold on to the belief that through the heart we can find our way through these troubling times.

May those that live in such fear that they must attempt to control and intimidate others open to the possibility of peace and a love based world."

The shift of "the center of identity" that Deb so well articulates is not only that of moving from head to heart and from fear to love, it is also that of moving our concept of leaders from Hero (i.e. Rescuer) to Coach and Challenger. It is beyond my scope to either criticize or second-guess the reaction to the victimization that occurred that day by our leaders, but it is an intriguing question that Rollie raises: how would the world be different had we all responded from the Creator Orientation?

What I do know is this: in the downward cycle of an "eye for an eye" Victim Orientation, the Hero-Rescuer becomes someone else's Persecutor. The Victim then looks for and to their Hero-Rescuer to save and protect them, thus perpetuating the cycle.

*The Power of TED\** stands as a Challenger to the notion that leaders are the Hero-Rescuer who will make us safe and, instead, declares that we are all leaders --- at the least (and most importantly) of our own lives -- and that we have the capacity to individually and collectively choose our responses to even the most difficult and traumatic realities.

Creator-Leaders know that it is a myth to say that the hallmark of great leaders is that they have followers. Instead, they live the Creator perspective that effective leaders call forth the leadership of others. Dwight D. Eisenhower was modeling this when he convened the White House Conference on Citizen

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Diplomacy 50 years ago when he challenged individuals and communities throughout the world to lead the way toward peace. That is still the challenge facing us today! Please become part of the [TED\\* Community](#) and add your voice! If you have a "[TED\\* Story](#)", please [share it](#)!

## Putting TED\* into Practice

**Take a few minutes to reflect on your own response to the fifth anniversary of 9/11.** In what ways have the events of that day – and the response since then – been a Challenger to you? What have they called forth in you to learn and/or develop? How can you continue to choose your own response in the face of world events in ways that keep you focused on **what you do want** (rather than what you don't want) in your world?

**Think of those upon whom you look as leaders.** In what ways do they Challenge you to grow and develop? Rather than looking at them as a Hero-Rescuer, what are the qualities and characteristics of their leadership that you might choose to emulate in your own life?

## TED\* Travels

As The Power of TED\* (\*The Empowerment Dynamic) makes its way into the hands of more and more readers, people are beginning to share stories with us of others who have either been impacted by the principles and tools contained in TED\* or who are examples of a Creator responding to life circumstances. We have created the "[TED\\* Stories](#)", section on the website. Do YOU have a story to share? Please write it up and [share it](#) 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](mailto:David@PowerofTED.com).

*David Emerald*