

THE TED* LETTER™

By David Emerald

August 2010



In This Issue

- Turning Sorrow into Service
- Putting TED* Into Practice
- TED* Sightings
- TED* News & Updates
- Copyright

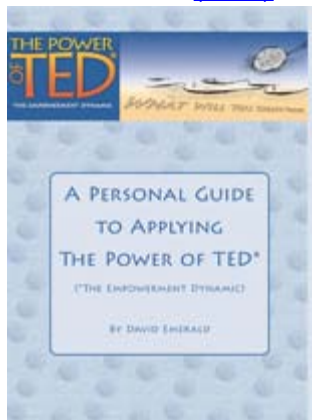
[\(See the printer friendly pdf on the Power of TED* Website. - available within 24 hours of this email.\)](#)

What's New?



- New Interview on [The Dr. Pat Show](#)
- [Dallas Workshops October 25-26](#)

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](#)

Turning Sorrow into Service

"There are two ways to look at the shift between roles," Ted said. "First, you can change the way you see yourself; that very choice begins to make the shift happen. Second, you can change the way you view the people, conditions, and circumstances in your life; this also creates a shift."

From the Chapter 9 ("Shift Happens") of [The Power of TED*](#)

Ponder this powerful Challenger: How would you respond - over time - if your child's wedding engagement and obituary appeared in your local newspaper in the same week?

This was the reality that Rae Cheney faced when, on January 6, 1969, her only son, Daniel, died in Vietnam when his US Army helicopter was shot down while successfully saving the life of another downed pilot. On that same January day, his engagement photo was printed in the Bellingham, WA newspaper. Rae frequently says that she celebrated Dan's engagement announcement and grieved at his graveside in the same month.

This tragic turn of events could easily have resulting in Rae and her family understandably reacting in ways rooted in the [DDT \(Dreaded Drama Triangle\)](#), seeing Dan and themselves as [Victims](#) and either the war itself or the Vietnamese as the [Persecutor](#).

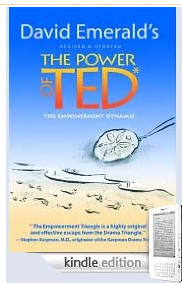
Instead, they took the response of a [Creator](#) to this deepest of sorrows.

The ravages of war and her son's death broke Rae's heart. She searched for ways to heal. At the same time, her daughter Jerilyn Brusseau, Dan's sister, knew she must reach out to the Vietnamese people when diplomatic relations were restored between our countries. She was heartbroken that she had lost her beloved younger brother.

Instead of turning her loss into anger and hatred, she vowed that one day when the war was over she would work to build bridges of peace and friendship between the American and Vietnamese people. She wanted to do all that she could do to help heal the emotional and environmental wounds of the war.

Finally, in 1995 Jerilyn and her late husband Danaan Parry, founded PeaceTrees Vietnam. From [their website](#):

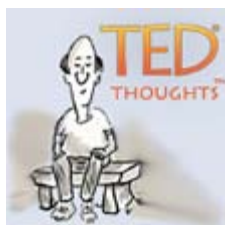
"PeaceTrees Vietnam was founded... to renew relationships with the people of Vietnam and promote a safe, healthy future for its families & children. We sponsor demining and mine risk education, survivor assistance, citizen diplomacy trips and community building projects in partnership with the people of



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



[Become a TED* Fan on Facebook](#)



Don't miss a single thought! [Sign up for the TED* Thoughts Blog.](#)

"The Power of TED* was in action this weekend. I had a friend in crisis and asked if she could come over. I said yes, of course, as she was truly upset and devastated. I sat with her for many hours...As I sat with her, I thought, 'How can I truly be of help? I can see what she needs, but she needs to realize this on her own. How can I do this for her?'

I had just read [TED's blog post](#), and instead of rehashing and analyzing who did what and why and when and how awful things were and how that felt and trying to comfort (rescue) her, I instead listened and geared my responses and questions (intuitively, since I only read the one post!) to empower her as a Creator and let her create small goals for herself to move forward instead of remain mired in her drama and her situation. (And repeat these same mistakes I've watched her make over and over for the past 10 years that I've known her.)

The next evening I got a text

Quang Tri Province." Trees are planted when unexploded ordnance is removed.

Quang Tri Province was one of the most severely bombed battle grounds in the history of the world. Over the last thirty years, almost 11,000 people have been killed or maimed by landmines or unexploded ordnance. One in five of the victims are children.

Throughout the years, Rae wasn't sure she was ready to go to Vietnam or fully engage in her daughter's program. She decided to begin her road to healing and forgiveness with simple gestures of support for her daughter and the new PeaceTrees Vietnam program by writing personal thank you letters to every donor. She has now written more than 7,500 personal letters to thank each donor for supporting the work of PeaceTrees Vietnam.

For the past 15 years, Rae has transformed her sorrow to service. Volunteering full time with PeaceTrees Vietnam in many capacities (she now serves on the board of directors), Rae has begun speaking to veterans groups about her story and the role of forgiveness. Last year, Rae was invited to speak to the Vietnam Helicopter Pilots Association in Philadelphia on the Fourth of July.

Earlier this month, we had the pure pleasure of helping celebrate Rae's 90th birthday. She is so vital and alive that, in response to others' statements "I want to be like Rae when I am 90," my stepdaughter declares, "I want to be like Rae NOW!"

But the celebration and acknowledgement of this Creator does not stop there. On September 5th, Rae will travel for the first time to Quang Tri Province, Vietnam, to dedicate the Dan Cheney Kindergarten, built in honor of her son. She will also help dedicate the Mothers' Peace Library, built in honor of all mothers who lost their sons and daughters in wartime. During her visit, she will sit with mothers of Vietnamese soldiers who also died in the war.

By transcending their sorrow and turning it into service, Rae and Jerilyn are able to put their creative energies to work on behalf of thousands of mothers, families and children. Thank you Rae and Jerilyn for your inspiration and happy birthday Rae!

(Much of the above comes from the combination of a ["TED* Thoughts" blog](#) and from my wife and TED*-partner, Donna Zajonc's [August "Leadership Matters" newsletter](#).)

Putting TED* into Practice

One of the defining characteristics of someone who is in the role of Victim is that they have experienced a "dream or desire that has been denied or thwarted." One of the ways in which the shift from Victim to Creator can take place is to reconnect to the dream or desire - even if it needs to be in a new and different form.

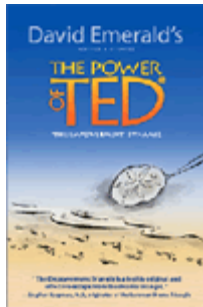


Rae and Jerilyn's story is a beautiful and powerful example of TED* in practice. Over time, they shifted their focus from the grief of death, war and destruction, to that which such a reality often denies: life and a

message from her thanking me for my honesty, telling me she took a lot of time for herself that day and thought about what we'd discussed, and she realized that she needed to make some changes in herself. She said she appreciated me and loved me very much and I was a great friend... your fortuitous blog post really crystallized the intention and helped me to get her there."

K.P. via Facebook

[Click Here to Order Now!](#)



"Thank you for writing this wonderful book! My copy is getting quite dog-eared from reading and re-reading it."

H.R. via email

Also available online at [Amazon.com](#) and in bookstores everywhere (in the U.S.)!

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:

"I want to share what can happen when two people (in this case a dad and his 15-year-old teenage daughter) decide to move from the Drama roles of Victim and Persecutor to Empowered Co-Creators... Thanks for providing the framework, language, tools and actions that God used to take me out of desperation parenting and toward an empowered

healthy environment. For over 40 years, they have focused on creating - a baby step at a time - service out of their sorrow.

Using their inspiring story as an example, explore for yourself the following:

- Identify at least three situations in which you have experienced a loss, disappointment or sorrow.
- What was/is the dream or desire that was/is denied or thwarted?
- In what ways could you put your focus on some new form of that dream or vision?
- What baby steps could you begin to take to turn your sorrow into service?

TED* Sightings

The following are a few references to TED* that we have become aware of in the past month:

- Honored to be included - even at the top - of the [100 Inspiring Quotes](#).
- This coach's [book suggestions](#) include some interesting summaries, including TED*.
- TED* made [the list](#) for the Inspirational Book Club
- The "[End the Game](#)" article was picked up.
- [Dr. Maggie Phillips has a lot to say about TED!](#)

If you see TED* mentioned somewhere on the internet - or anywhere else, for that matter - let us know (david@powerofted.com)!

TED* News & Updates

TED* Foundations - This one-day workshop provides an in-depth overview of the concepts, frameworks and tools found in *The Power of TED**.

- Dallas - October 25TH at imc²

A Deeper Dive into ***The Power of TED****

- This builds upon the foundation of the above workshop and includes an additional highly experiential day 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 - October 25TH & 26TH at imc²

For More Information and to Register:

<http://www.powerofted.com/seminars.html>

relationship with my lovely daughter."

[Watch this Video](#)

"N" in an email

"I heard your interview on the [Dr. Pat Show](#) and got a copy of your book. I have already read the book. I am excited that you were able to put my feelings into words. I have been in the Victim Orientation all my life, survival mode. **READY TO MOVE FORWARD TO CREATOR ORIENTATION.**"

"N" in an email

"Using it at my business...and also with my family. My people are **LOVING IT!**"

NC on Facebook

"Mr. Emerald's method of using what he calls part autobiography and part fiction intertwined around a fable to tell his story is unique and interesting... The author's informal, easy-going narrative style makes for a quick read. The drawings scattered throughout the book add a sense of visual appeal and tend to remind the reader he/she is reading a fable. The book's design is well thought out, the text arranged in easy-to-read style. The chapters are short so readers don't feel pressed to keep reading if they want to take a break. Finally, the book's size makes it easy to slip into a purse or backpack for 'reading on the go'."

Writer's Digest

"I first spoke to you when you returned my call for a book order last year (or was it the



[New interview on The Dr. Pat Show!](#)

TED* Coaching Services

People have been asking for it and now it is here: more ways to support making "Shift Happen!" We are pleased to announce the addition of **The Power of TED*** Coaching Services. This in-person or telephone coaching service is uniquely designed around **The Power of TED*** concepts, frameworks and tools.

Learning to let go of reactive strategies and living a life of a Creator has changed many individuals, families and workplaces. Yet, the support of a skilled Coach has been proven to accelerate the application of this way of thinking, being and taking in individuals' personal and professional lives - and in the way that organizations work together.

We are also thrilled to announce the appointment of Donna Zajonc, PCC (Professional Certified Coach) as the new Director of Coaching and Practitioner Services for *The Power of TED**.

For more information, visit the TED* website or contact Donna at donna@powerofTED.com or **206-780-9300**.

Copyright

"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 © 2010, 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.

To the Creator in you!

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

year before?). You were kind enough to autograph a copy and it is dog-eared from following me around. It has been lovely to watch your message grow, and I am now enjoying more of your writings as a friend of TED's on Facebook. Your book has made a powerful impact on me personally, but also in the lives of my co-workers and clients with whom I have been sharing The Power of TED*.

We spoke briefly about how shifting from DDT to TED could help my clients in particular. The folks I work with are primarily mandated by law to attend counseling for domestic violence offenses. I observed how many of them deeply identified with the victim mentality - whether it was just a result of a real or perceived injustice within the legal system or as a result of their SES status or Family of Origin experience. Whatever the reason, many of them have been able to recognize the value in shifting their perception and reactions to pursue what they want vs. defending themselves from what they don't want (many times causing them to move from Victim to Persecutor). Thank you for that!"

M.H. (Austin, TX) in an email

Subscribe [Subscribe to The TED* Letter](#)

We respect your privacy and will not share your information with anyone else. Ever.

[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to david@powerofted.com by david@powerofted.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



The Power of TED* | 321 High School Road | Suite D3 #295 | Bainbridge Island | WA | 98110