

By David Emerald

August 2011

In This Issue

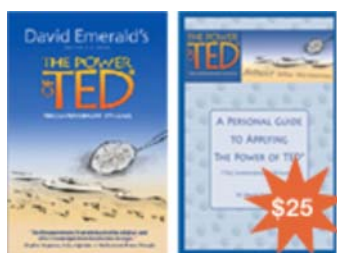
- I Have a Dream
- Putting TED* Into Practice
- 2011 Power of TED* Workshops
- Copyright

NEW! TED* for Coaches Webinar Series!

Get your stuck clients unstuck. [Learn More.](#)

Follow us on 

EXCLUSIVE OFFER: THE POWER OF TED* COMBO PACKAGE!



The Power of TED* Combo Package includes The Power of TED* (*The Empowerment Dynamic) AND the exclusive TED* Companion Workbook.

Get Free Shipping in the USA for a Limited Time on the Combo Package - Order Today.

Recommended Reading

The Path of Least Resistance:

Learning to Become the Creative Force in Your Own Life

By

Robert Fritz

"I Have a Dream"

"The way you create any outcome in your life is to hold the vision of your deepest desires. At the same time, though, you must honestly and accurately assess your current situation and how it relates to your greater vision. By doing this, you engage a tension between what is and what can be. This tension is the primary creative force behind the manifestation of any outcome"

From the Chapter 7 ("Dynamic Tension") of [The Power of TED*](#)

This past weekend was supposed to be the official opening of the **Martin Luther King, Jr. Memorial** on the National Mall in Washington, DC, which would have also been the 45th anniversary of his famous and moving "I Have a Dream" speech. Unfortunately, hurricane Irene caused a delay in the opening ceremony.

I thought about waiting until the official opening to write this "TED* Letter," until it struck me that the delay is actually somewhat symbolic. It is symbolic in that, while much progress has been made in civil rights and racial relationships in the United States, Dr. King's full vision has been delayed in being fully realized.

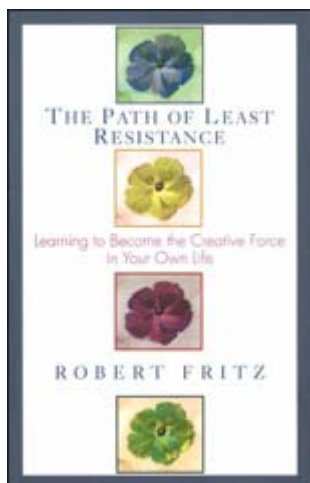
As Creators, our dreams often take time. While dreams taking time could certainly serve as the theme for this newsletter, the original intention was - and is - to highlight Dr. King's speech as an example of a Creator engaging Dynamic Tension. (I strongly encourage the reading of the text of the entire speech, by [clicking here.](#))

While MLK's speech does not follow the specific sequence of Dynamic Tension, as described in *The Power of TED**, all three elements are powerfully present.

The way that you create anything is by harnessing Dynamic Tension (which Robert Fritz describes as "structural tension") and involves three steps:

1. **Focus on the envisioned Outcome** in which you describe what you want to create. An extremely powerful question to raise and answer is "if you had the outcome, how would you know it?"

MLK does a masterful job of describing the vision (it is, in fact, the one aspect of the speech it is most famous for):



[Buy online](#)

What's New?

Donna Zajonc, PCC, Director of The Power of TED* Coaching & Practitioner Services describes the TED* Practitioner Program.

Watch the Video.

"I read your book as part of my continued training as a collaborative attorney... The 'lessons' in TED* are helpful to me not only to recognize issues about my clients, but it also helps me be present for the participants in a much different way. Thanks for your inspiration."

K.S. via Email

"I LOVE this book!!!! It is essentially a tiny tool box packed with incredibly powerful and effective tools for handling challenging situations and people. All of this presented in a most engaging, easy-to-understand-and-apply format."

P.M. via Facebook

"I found *The Power of TED** a year or 2 ago when I was trying to get off the Drama Triangle. I thought if I refreshed my knowledge of it, I could figure out what I needed to do to get off it. So I did a Google search. In addition to finding information about the Drama Triangle, TED came up in the search. To quote Robert Frost, 'And that...and that has made all the difference.' My life has changed significantly. Thank you."

C.K. via email

"I feel compelled today to tell you how much these messages inspire me... Your messages through the TED* Letter, as well as *The Power of TED** book, which I have read many times, have

"I have a dream that one day this nation will rise up and live out the true meaning of its creed: 'We hold these truths to be self-evident: that all men are created equal...'"

"I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character."

2. **Assess Current Reality** by telling the truth about where you are in relation to the envisioned outcome. It does not serve the creating process to deny, minimize or explain away current reality. You must know where you are in relation to where you want to go.

In his speech, MLK often interweaves descriptions of current reality in the same sentence as aspects of his dream. However, at the very beginning of the speech, after having referenced the Emancipation Proclamation and its promise of freedom from slavery in the U.S., he tells the truth about current reality:

"But one hundred years later, the Negro still is not free. One hundred years later, the life of the Negro is still sadly crippled by the manacles of segregation and the chains of discrimination. One hundred years later, the Negro lives on a lonely island of poverty in the midst of a vast ocean of material prosperity. One hundred years later, the Negro is still languishing in the corners of American society and finds himself an exile in his own land. So we have come here today to dramatize a shameful condition."

He has now set up the "dynamic tension" between what he wants and the current reality. His masterful ability to do this is why many say this is one of the greatest speeches of all time.

3. **Commit to Baby Steps** that begin to move you from your Current Reality toward the Outcome. We create by taking action - often a step at a time. Each step we take gets us closer to, and/or helps us get clearer about, the envisioned outcome.

The call to action in the speech is more general than specific because what needed to happen in different states and cities would be specific to the baby steps that fit their particular circumstances.

"Go back to Mississippi, go back to Alabama, go back to South Carolina, go back to Georgia, go back to Louisiana, go back to the slums and ghettos of our northern cities, knowing that somehow this situation can and will be changed. Let us not wallow in the valley of despair..."

"We must forever conduct our struggle on the high plane of dignity and discipline... Again and again we must rise to the majestic heights of meeting physical force with soul force."

While you may not have the presence and oratory power of a Martin Luther King, Jr., you can use and harness Dynamic Tension to communicate and inspire others by speaking to what you want

kept me focused on a Creator mindset, rather than succumbing to victimhood. I have armed myself with the principles you have set out in your book, and these have helped me through many tough medical tests, etc. Through everything, I have continued to live and enjoy the beauty of life without allowing my circumstances to persecute me. Thank you for being such an inspiration!"

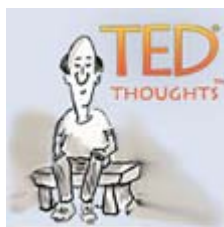
S.D. via email

"Yesterday morning, I sat down to start your book, The Power of TED...and didn't put it down until I completed it. It's been a long time since I've done that...if ever... I found myself rereading it last night and this morning, reviewing the terms and acronyms and want you to know that I am grasping on to points of light that I have discovered in moving towards attaining the perspective of the 'Creator.' It's not going to be easy sledding, but I just want you to know that your work has provided me a perspective that I hadn't held. We'll see how it goes. Thank you and take good care."*

M.G. via Email



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



Don't miss a single thought!

[Sign up for the TED* Thoughts Blog.](#)

Recent Blogs:

- [Mind the Gap](#)
- [The Essence of TED*](#)
- [Transactional Analysis and TED*](#)
- [Listening to Ourselves](#)
- [Success as a Challenger](#)

[Click Here to Order Now!](#)

(Vision/Outcome); where you are (Current Reality); and what's next (Baby Steps).

Putting it Into Practice

(This exercise is also described in Chapter 9 of *The Power of TED**.)

What is your dream? What is calling to you to be created in your life. Harness and use the Dynamic Tension process:

1. **State the Vision** - State it using "present tense" language (i.e. "I am..." "We are..."). How would words you use to describe characteristics, qualities and/or elements of your vision to others? If you had it, how would you know it?
2. **Assess Current Reality** - This needs to be honest and objective, as it thwarts the creative process to deny, minimize, or in any way explain away current reality. What currently exists that **supports** the outcome? What is going on that **inhibits** progress? Aspects of current reality that you may want to consider include behaviors; objective facts (i.e. time, money, age, etc.); and/or feelings.
3. **Discern Possible Actions** - Brainstorm alternatives by asking: what might I/we KEEP doing; STOP doing; CHANGE or do differently; and START doing?
4. **Commit to 1-3 Baby Steps** - These need to be both actionable and steps that are yours to take. This could include things like having a particular conversation; conducting research; writing an email or letter... anything that furthers action toward the envisioned outcome.

Announcing the first "TED* for Coaches" Webinar Series!

Begins October 11, 2011

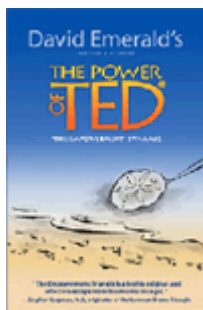
This webinar series is designed specifically for coaches, whether you are an independent coach, a coach within an organization or a team leader. This six-session series will be facilitated by Donna Zajonc, PCC (Director of Coaching and Practitioner Services for The Power of TED*) and Barb McAllister, PCC (an independent coach and office TED* Practitioner). [Click here for more information](#) or [register](#) online.

Are you wanting to take a "deeper dive" into TED* - in an amazingly reflective environment?

November 27th - December 2nd at Esalen (Big Sur, California): The Empowerment Dynamic: An Integral Experiential Exploration

- David Emerald and Bert Parlee, PhD facilitate a deep, deep dive into TED* in a most amazing venue. For more information:

<http://www.powerofted.com/assets/pdfs/TED-Esalen-Flyer.pdf> or to register, go directly to the Esalen website: <http://webapp.esalen.org/workshops/10293>



[\(contact us for multiple copy discounts\)](#)

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

H.R. via email

Paperback & Ebook also available online at [Amazon.com](#), [Smashwords.com](#), and in bookstores everywhere (in the U.S.)!

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

New and Improved TED* Workbook

We are excited to announce the release of an updated and revised version of "*A Personal Guide to Applying The Power of TED**," with new content and now in a more convenient size. [Click here to order](#).

The spread of TED* continues! If you would like to sponsor a TED* workshop in your community, [contact us](#).

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 © 2011, 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!

David Emerald

Newsletter Design by:

[Keigh Design - an Executive Insight Company](#)

Subscribe

[Subscribe to The TED* Letter](#)

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

[Forward email](#)



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

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

