

# THE TED\* LETTER™



By David Emerald

June 2010

## In This Issue

- Improving Employee Engagement
- Putting TED\* Into Practice
- TED\* News & Updates
- Copyright

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

***"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 relationship with my lovely daughter." [Watch this](#)***

[Video](#)

By J.P. via email



***"I had a major shift after attending the (TED\* Foundations) workshop... I saw how I was using the "rules" of life to keep me in my victim story. Since then, it was like a light went on and I was empowered. I took control of the situation and asked for what I want. It was still a challenge but using the framework... kept me positive and on track.***

## Improving Employee Engagement

"The Creator Orientation challenges every assumption and attitude that the Victim Orientation holds to be true... Rather than constantly reacting to your circumstances (the Victim's way) you begin creating your experience - which means, of course, that you create a new set of relationships as well. "

From the Chapter 8 ("The Empowerment Dynamic") of ***The Power of TED\**** ([The Power of TED\\*](#))

(This issue was sparked by a column by Alaina Love in *Bloomberg BusinessWeek*, entitled "[Closing the Human Potential Gap](#)" and applies the foundational frameworks of [The Power of TED\\*](#) to the issues she raises. For long-time readers, this will be a good review!)

Employee engagement in the United States is shockingly low. According to a Gallup Management Journal's Employee Engagement Index, merely 29% of employees feel fully engaged in their work, while 54% report not being engaged, and another 17% are knowingly disengaged. Think about it: no more than 1/3 of employees report that they are passionately committed to the work they do; who they work with and for; and the customers or clients they serve.

Further, the research also indicates that engaged employees contribute to a healthy workplace characterized by both high performance and high engagement; make more money for the organization; and stay with the organization longer. So, engagement makes a difference.

In our work with a wide range of organizations, leaders, and teams, we have come to discern that one primary reason for the lack of engagement can be traced to the amount of time and energy that goes into ineffective and non-resourceful relationship dynamics. In simple terms, workplace "drama" drains our energy, reduces innovation and depletes our passion for our work.

The prevailing mindset in most organizations is problem-focused, anxiety (or fear) motivated, and reactive in nature. In such an environment vision is unclear and shifts depending on circumstances; there are perpetual fire drills; things seem to fall through the cracks or take forever to get to completion; and conversations center on what individuals and teams *don't want and don't like*. In *The Power of TED\**, this mindset is called the Victim Orientation.

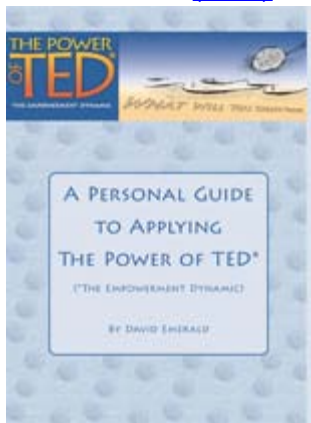
In such a setting, working relationships often end up reflecting the Dreaded Drama Triangle (DDT) and its three intertwined roles:

1. Victim. The central figure in the DDT, a Victim is one who feels powerless or, in this context, has lost a sense of purpose, passion

**David's gift of creating a safe, warm & loving environment went a long way toward making me feel at home away from home. His charismatic speaking and amazing energy drew me in and seemed to breathe the creator into my very soul."**

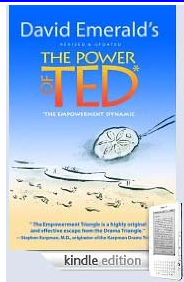
*D.B. (workshop evaluation via e-mail)*

**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](#)



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and engagement with their work.

2. Persecutor. The Persecutor serves as the cause of the Victim's perceived (or real) powerlessness. The Persecutor may be a person such as a "bad boss," or difficult coworker, or challenging customer, an illness or a circumstance such as an economic downturn. The Persecutor seeks to maintain a "one-up" position through a variety of assertive and/or manipulative means and keep the Victim "one-down."
3. Rescuer. The Rescuer is any person or activity (such as an addiction) that serves to help a Victim relieve the "pain" of Victimhood. Despite having helpful intentions, the Rescuer reinforces the Victim's powerlessness. This renders the Victim dependent upon the Rescuer for a sense of safety or security.

No wonder it is a challenge for individuals to feel fully engaged in such an environment! Effective employee engagement requires the shift to a more empowering and resourceful mindset.

When we adopt a Creator Orientation, we are *vision* and *outcome* focused and *passion-motivated* to take the next *baby step* in creating the outcome. The focus is on what we want, rather than on what we don't want. A Creator still faces and solves problems, but does so in the course of creating the outcomes, rather than merely reacting to them.

As a result of making the shift to a Creator Orientation, a whole new set of roles and relationship dynamics becomes possible. TED\* (\*The Empowerment Dynamic) and its three roles, serves as an antidote to the toxic roles of the DDT:

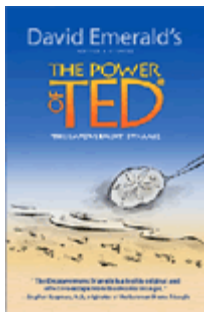
1. Creator. This pivotal role is the antidote to the powerless Victim. A Creator cultivates their capacity to create outcomes by adopting a Creator Orientation. A Creator also greatly increases their ability to choose their response to circumstances, rather than merely reacting to them. Creators seek and form relationships with other Creators (Co-Creators) to create outcomes and provide services and/or products to clients/customers.
2. Challenger. A Challenger is a catalyst for change, learning, and growth for a Creator and serves as an antidote to the Persecutor. Some Challengers may be conscious and constructive, while others are unconscious—a person, condition, or circumstance that comes into our experience uninvited. In either case, a Creator is able to embrace the experience of a Challenger as a call to action, learning, and growth.
3. Coach. As the antidote to a Rescuer, who reinforces the powerlessness of a Victim, a Coach views others as being inherently creative and resourceful. A Coach sees each person they relate to as a Creator in their own right, and seeks to support others in the process of creating outcomes. A Coach does this by asking questions that help clarify envisioned outcomes, current realities, and possible Baby Steps.

Adopting a Creator Orientation makes a bottom-line difference. The CEO of a technology services company shared that his business increased the "pipeline" of prospects 4-fold and experienced a 32% growth over the previous year, during a period in which many competitors struggled or went out of business. He attributed



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### What People are Saying about TED\*:

The following are statements that have been shared on Facebook and via 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!”

this success, in large measure, to implementing TED\* (\*The Empowerment Dynamic) and its focus on everyone in the organization being a Creator.

Another retail executive reported the following:

"I have been absolutely blown away at how this team has embraced TED\* in their interactions in the field. Working with retail sales associates, many of whom are living paycheck to paycheck, our managers are often dragged into the DDT of people's personal lives and witness the negative effect that unsettled personal issues can have on sales."

Many face "situations where it would have been easy for them to REACT to an employee's poor performance or personal issues. However, using the CREATOR orientation these... managers have been able to coach people out of some tricky situations and walk the fine line of caring for an employee while holding them firmly accountable for the results.

"TED\* has been transformational within our company. You can see the improved accountability having a direct impact on performance without any negative effects on moral that typical come from increased performance pressure."

Now, *that's* employee engagement!

### Putting TED\* into Practice

Think of your work and workplace. Ponder - and perhaps journal - your responses to the following questions:



- What percentage of time do I estimate that I spend in each of the two orientations (Victim versus Creator)?
- What are the outcomes I feel passionately about generating in my work and professional life?
- How can I "catch" myself when I am in the Victim Orientation and shift my focus to the outcome(s) I desire?
- What can I do to practice the perspective and skills of a Creator, Challenger and Coach?

As you consider your work environment:

- How have we experienced the Victim Orientation?
- How can we stay attentive to the orientation in which we are working?
- What is our purpose as a group? What vision(s), outcome(s), goal(s) are possible expressions of that purpose?
- How can we best respond as Creators to challenges when they arise?

### TED\* News, Updates & Sightings

## 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 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

First "TED\* Foundations" Webinar: July 12-15 (Morning or Evening)

Learn the remarkably simple and immediately applicable frameworks, tools & techniques that make up *The Power of TED\** and begin using them in making "shift happen" in your work and life. This Webinar (internet-based seminar) will explore:

- The Dreaded Drama Triangle (DDT) and how the roles and mindsets of Victim, Persecutor and Rescuer keep us stuck in non-productive patterns.
- How The Empowerment Dynamic\* (\*TED) creates more powerful roles as alternatives to those found in the DDT.
- Key differences between a problem-focused & reactive orientation versus one that is outcome-centered and passion driven.
- How to harness the Dynamic Tension framework as a simple way to create the outcomes you want.
- The "Seven Daily Practices" for integrating The Power of TED\* into everyday life.

As a result of webinar, you will increase your ability to:

- Identify your own patterns and the roles you play.
- Recognize roles that others play.
- Begin to make the shift between the orientations and make small steps to manifest powerful results in your work and life.

Workshop content is the same as in David's popular public one-day seminars.

The webinar will be presented through four 90-minute sessions over four days (Monday to Thursday):

- 8:30 - 10:00 AM (Pacific Time)
- 4:30 - 6:00 PM (Pacific Time)

Sessions will be recorded and available on-line for participants who miss a day.

For more information and to register, visit:

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

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## TED\* Workshops Announced for Dallas - OCTOBER 25<sup>TH</sup> & 26<sup>TH</sup>

**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 25<sup>TH</sup> at imc<sup>2</sup>

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.

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

In The Power of TED you provide the keys for positive, powerful living. You give complete information in brief, concise, easy-to-remember word pictures and stir it into a deeply engaging story. I love that you not only introduced the positive counterparts of negative characters, but also describe

- Dallas - October 25<sup>TH</sup> & 26<sup>TH</sup> at imc<sup>2</sup>

For More Information and to Register:

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

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## New 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](mailto:donna@powerofTED.com) or .

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## Copyright

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exactly how to shift to that positivity and creativity in easily doable ways. The Power of TED is an incredible tool for anyone who wants to cross a fairly short bridge to a much more dynamic and vibrant way of living... TED\* totally has the ability to make anyone's life a whole lot more positive.....it takes only a little time and an amazingly small amount of effort to practice the dynamic principles and watch magic happen. ”

P.M. in an Email

“I just finished the workbook and want to thank you for this insightful work. I am so glad I stumbled upon The Power of TED\* a few months back. BTW - I've lost a total of 30 lbs ... 17 of them have been recent right after I learned of the DDT and the victim role. I've moved to a creative role and am taking EXCELLENT care of ME!

”  
N.

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