



THE TED^{*} LETTERTM



By David Emerald

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Only a Few Seats Left for "The TED* Practitioner Program" - October 3-5, 2011. [Apply today!](#)

What's New?

Donna Zajonc, PCC, Director of The Power of TED* Coaching & Practitioner Services describes the TED* Practitioner Program. [Watch the Video.](#)

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"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 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

Learning Intent: The Key to Effective Challenging

"Constructive Challengers spark improvement or development of some kind. They coax, cajole, and entice you to move in the directions of your heart's desires. This kind of Challenger is a teacher who challenges your pet notions, your view of the status quo... They see you as a Creator, and they encourage your learning, growth, and development."

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

Of the three shifts in roles between the **Dreaded Drama Triangle (DDT)TM** and **TED* (*The Empowerment Dynamic)?TM**, the Persecutor to Challenger shift continues to be the most... well, challenging! (The other two shifts are **Victim to Creator** and **Rescuer to Coach**.)

"Shift happens" at two levels. The first level occurs *intrapersonally*, which means within oneself. At this level we focus on how we see ourselves and how we deal with our life experiences. A **Creator** is able to meet their life experience - especially those people, conditions, or circumstances that they must face - not as a **Persecutor**, but as a **Challenger**.

No matter what situation in which we find ourselves, we can choose our response (remember the reference to Victor Frankl in [The Power of TED*](#)). If we can ask and answer the question "what has this person, condition or circumstance come into my life to teach me?" or "what is this situation challenging me to learn or develop?" then we are making the intrapersonal shift happen from Persecutor to Challenger. Rather than persecuting us (which is how the **Victim** would see it), our life experience is challenging us to learn, grow and develop in some way or another. It is all about learning and growth.

The second level in which shift happens is *interpersonally*, which occurs in a relationship with one or more others. Here the focus is on how we see and interact with others. First and foremost, a Creator sees the other as a Creator in their own right and approaches them with the respect and compassion that co-creators have toward one another.

The Challenger Challenge is this: how can we take a stand, advocate for a position, delegate an assignment, set a boundary, issue a command or directive, or challenge an assumption or behavior or opinion in a way that *increases the potential that we will be received and perceived as a Challenger, rather than a Persecutor?*

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."

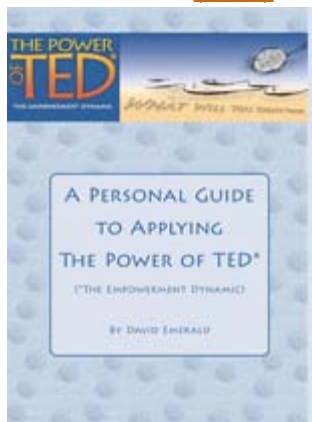
M.G. via Email

"I have to say, as the daughter of an alcoholic father... The Power of TED really helped me as well. I had not heard of the Drama Triangle before reading this book. It helped me recognize the toxic nature of the drama triangle roles (and how often I played them) but most importantly, it clearly illustrated simple baby steps that I could take every day to change my life by "choosing" my reactions (instead of simply "reacting"). I cannot recommend this book highly enough!!! The TED* triangle really illustrates how to get into the "functional" triangle..."*

Anonymous post on
[Adult Children of Alcoholics \(ACOA\) Blog](#)

"This is a book I believe you will return to often. It's a great gift for someone who needs a nudge out of being a victim, especially if that someone is you! It offers a sweet awakening. This story and its message is simple, clear, and memorable. If you are ready to break free of the "drama triangle" and hang up co-dependency once and for all, give The Power of TED a read... This little book is a protein packed morsel for those hungry for peace and aware of the calling for a feminine model of empowerment and balance (Yin-Powerment)." _
["Offerings" Blog](#)*

A Personal Guide to Applying The Power of TED*[\(more\)](#)



We are pleased to announce that

The answer to becoming a conscious, constructive Challenger lies in the clarity and communication of intent. Clarity of intent comes from stopping and considering what Diana Cawood, a consultant from British Columbia, calls our "Intention Mindset."

One is the Looking Good Intent. Here the real underlying intention is to look good, often at the other's expense; to be right or the hero or the winner or seen as smart; to be critical or to communicate judgment and/or blame; or to control - any of which inherently belittles the other. A challenge of any kind that is communicated from this intent will almost invariably set us up to be received and perceived as a Persecutor.

The second mindset is the Learning Intent, which is the way of the conscious Constructive Challenger. Here the focus is on learning and growth; increasing the capacity and capability of the other; maintaining integrity, with no hidden agendas; and the communication is done with respect and compassion. What gets communicated may involve a difficult conversation or "tough love," but it is still done with the view of the other as also being a Creator (whether they know it or not - or are acting like it or not).

The other ingredient for being an effective Challenger is the direct communication of the intent of the challenge - in whatever form the challenge takes.

It is one thing to say: "You were a real jerk in that meeting!" (a comment that will certainly land as a Persecutor) and quite another to say something like: "My experience of your outburst limited the effectiveness of what you wanted to say. Let's explore other options on how to deal with such conflict in the future because I want you to be seen as a the constructive and contributing member of the team that you normally are." In this statement, *what* is being challenged is clear as well as why you are challenging the other.

In the end, how the other receives and perceives your challenge is up to them. However, if you consciously think through the challenge by being clear of your "learning intent" and then clearly communicating both the challenge and the intention behind it, you will drastically increase the probably that the other will see you as a Challenger rather than a Persecutor.

If we are to create environments of empowerment in our relationships, our families, our organizations - in our world - we need conscious and intentional Challengers who know how to encourage, mentor and cajole Creators around them to learn, grow and develop. In order to grow our capacity to be a conscious, constructive Challenger to others interpersonally, we must also model and practice the discipline of making shift happen intrapersonally and to welcome the challengers that show up in our own lives.

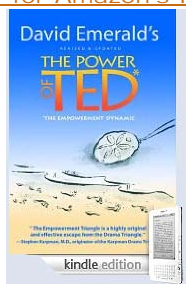
So, take the Challenger Challenge as a way to continue your own commitment to live your life as a Creator and to support those around you to do the same!

Putting it Into Practice

It's time to take a "fearless moral inventory," as they say in 12-Step programs. Think back over the past year and identify at least five

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[TED* for Amazon's Kindle](#)

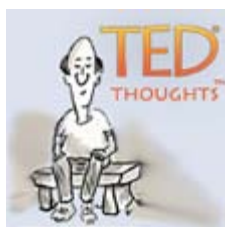


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individuals who have responded to something you said or did in a way that indicated that they perceived and received you as a Persecutor. (If you need a clue, if anyone reacted defensively, angrily, and/or withdrew from you, these are all good indicators that you showed up as a Persecutor to them.)

Write each of the incidents down by describing the situation and who was involved. What did you say and/or do? Now comes the really important point to reflect on: was what you said or did coming from a "Looking Good" or a "Learning" intention?

If your response is that it was about "Looking Good," how would you do the interaction differently if you could have a "do over?"

If your response is that it was actually a "Learning" intent - even though you were still perceived and received as a Persecutor - is there a way you could have approached the interaction in a way that may have resulted in a different response?

Now accepting applications for the
October 3-5, 2011 TED* Practitioners Program

The TED* Practitioner Program draws a committed group of individuals from throughout the United States and the world, forming a community-of-practice of professionals who are committed to making TED* (*THE EMPOWERMENT DYNAMIC) a key component in the services they provide to their clients. For more information, [click here](#).

Are you wanting to take a "deeper dive" into TED*?

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: [view this flyer](#) or to register, go directly to the [Esalen website](#).

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

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H.R. via email

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To the Creator in you!

David Emerald

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