

THE TED* LETTER™

By David Emerald

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Last Call!

Register now for the June 4th Workshop in Seattle. [See more](#)

"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.

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](#))

Focus on What You Do Want - Instead of What You Don't Want

"Creators...place their focus on what they do want. Doing this, Creators still face and solve problems in the course of creating the outcomes they want, but their focus remains fixed on their ultimate vision."

From the Chapter 6 ("The Creator Orientation") of ***The Power of TED**** ([The Power of TED*](#))

A good friend has been dealing with the heartbreak and challenge of a teenage child entering a drug treatment program. One of the important components of the program is a "bottom line letter" from parents about the expectations, boundaries and agreements necessary once the teen returns home.

We were talking about the letter and realized how easy it would be to write it focused on what they *don't want*: not using or drinking (of course); not hanging out with the same former set of friends; not getting into addition trouble, etc. This approach is problem-centered and is rooted in a Victim Orientation.

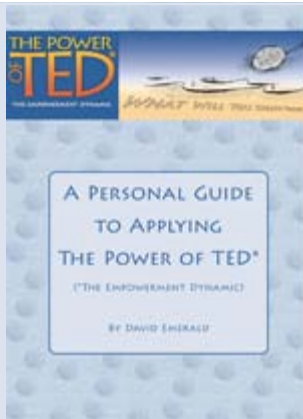
It is much more empowering - and the way of a Creator - to put your focus on what you **do want**.

The bottom line letter, instead, could set forth a vision of the outcome the parents want to create with their child, such as "The bottom line is that we want to create with you a healthy, sober lifestyle that is fulfilling and vibrant to you." Such a statement is outcome-centered and is rooted in a Creator Orientation.

Once the vision of the outcome is expressed, Creative Tension can be applied to assess current reality and the baby steps to move forward. The baby steps can include consequences for commitments not fulfilled, slip-ups, or relapse.

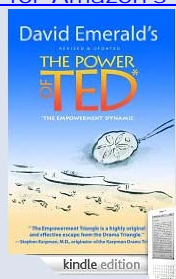
Assessing current reality involves identifying factors that support realizing the vision, and those that **inhibit** forward progress. Supporting actions, in this example, could include attending 12-Step recovery meetings; working with a sponsor or mentor; and setting and following a routine schedule. Inhibiting factors might include social pressures; coming back to familiar surroundings; not eating well or getting enough sleep. Baby steps might then involve a 30-day plan that includes milestones and, in this case, random drug testing.

Let's consider a workplace scenario: an employee is not meeting performance expectations. The starting place for the manager would be to review the job description - or at least the expectations - for anyone in



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the particular position of the employee.

After focusing on the desired outcome (the job description), the next step would be to assess - ideally with employee input - the current performance of the employee. First, a listing of what the employee is doing that is consistent (i.e. supports) the expectations and second to identify what they are doing or not doing that does not meet the expectations (i.e. inhibits) of the position. A plan of action (i.e. baby steps) would then be developed for the employee to bring their performance up to expectations.

On both personal and professional settings, there may be times in which you must "reframe" a problem you face into an outcome you want to create.

Several years ago, we were working with a group of community leaders in a major metropolitan area of California. Participants were asked to bring one leadership challenge that they were facing to the workshop. For a demonstration of the process of problem-reframing, a member of the community's school board volunteered to share their challenge, which was the deeply felt need to reduce the district's high dropout rate.

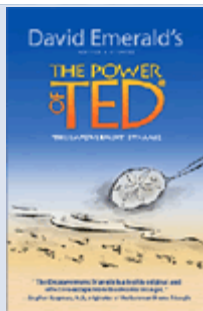
The group could see in her body posture and tone-of-voice the gravity of the problem when she talked about what she didn't want----kids dropping out of school. She was asked to set aside the problem for a moment and to get in touch with her highest aspiration for the school district. In a matter of a few short minutes, she enthusiastically envisioned "a school district that engages students who see school as relevant and that supports them in preparing for life and/or going on to college." Her body posture was relaxed and erect, her voice strong and clear. It was obvious that she passionately connected to her vision and what she did want.

Next she was asked about actions - first about what the school board was currently doing to reduce the dropout rate and then about a possible baby step toward her vision. To reduce the dropout rate, she reported, the district had stepped up a "capture and return" strategy, hiring truant officers, working the police department, and asking employers to encourage dropout employees to return to school. When asked about what action the school board could take toward her vision, she was quick to respond, "The first thing I would do is organize a series of focus groups with students to get their input on what would engage them and have them see school as relevant to their lives."

As her responses indicate, the actions we take in reaction to problems are often vastly different than baby steps in service to creating outcomes.

When facing challenging situations - personally or professionally - take the following steps:

1. Clarify the outcome you want to create.
2. Reframe the problem (what you *don't want*) into an outcome (what you *do want*), if necessary.



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 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

3. Assess current reality - both aspects that support the outcome and those factors that inhibit its creation.
4. Identify and commit to baby steps in service to creating the outcome.

As you shift your focus to what you do want and take the steps outlined above, you will take much more empowered action in creating your envisioned outcomes.

Putting TED* into Practice

Think of a problem or challenge you currently face. Use the four-step process above to shift your focus and plan for action in service to creating the outcome that you really want to create.



TED* News, Updates & Sightings

PUBLIC WORKSHOP ANNOUNCED FOR SEATTLE, WA:

Discover TED (*The Empowerment Dynamic)*

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

Seattle - June 4th at the Dreamclinic Massage Center

For More Information and to Register:
<http://www.powerofted.com/seminars.html>

CHARTER TED* PRACTITIONER PROGRAM: OCTOBER 11-13; BAINBRIDGE ISLAND, WA

This first-time program is for therapists, coaches, consultants and other helping professionals who are applying The Power of TED* in serving their clients who are interested in becoming part of a growing Community of Practice. Interested?

For More Information and to Apply:
<http://www.powerofted.com/practitioner.html>

LIVE INTERVIEW ON THE DR. PAT SHOW: JUNE 11TH, 11AM (PACIFIC TIME)

More information is forthcoming. You can listen to my conversation with Dr. Pat Baccili on "Upgrade Your Personal Operating System to The Power of TED* - *The Empowerment Dynamic™" at:

<http://www.thedrpatshow.com/guests.php?guest=1449>.

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 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

WATCH FOR THE "TED* NEWS AND UPDATES" IN EARLY JUNE FOR EXCITING ANNOUNCEMENTS, INCLUDING:

- New Coaching Services
- July "TED* Foundations" Webinar
- October "TED* Foundations" and "Deeper Dive" Workshops in Dallas

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To the Creator in you!

David Emerald

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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 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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