



# Executive Comments on TED\* & David Emerald

WHAT PEOPLE ARE SAYING

*The Power of TED\** is powerful professionally and personally. It creates personal power through awareness and choice. **Our entire executive leadership team read TED\* and conducted several clarifying workshops. It has allowed us to be more aware and thus make different choices about the roles we play.** It is a useful, effective and powerful tool in our leadership tool kit. Personally, *TED\** has created awareness for me of the different roles I create and allow to be created for me by others.

***It has increased my personal power of choice.***

The book and this framework is so powerful, my husband and daughter have both read it. It has created a common powerful language that enables us to hold each other accountable for our own actions and the way we treat and respond to each other.

**Fritzi Gouldsby Woods**  
Chairman & CEO  
Primesource Foodservice Equipment, Inc.

As a result of reading and studying *TED\**, I now view relationships and interpersonal interactions through a different lens. In short, *TED\** has increased my awareness; with greater awareness, I see a more full picture. ***By seeing a more full picture, I am able to make better decisions.***

**Randy Eisenman**  
Chief Executive Officer  
Handango, Inc.

Blessings come in many forms. Working with busy physicians, patients with chronic diseases, and dedicated, yet stressed office staff ***The Power of TED\* provides a wonderful, effective, enjoyable tool to create a shared perspective and positive way to solve problems and to work together as a high performance team.*** I truly believe that literally thousands of patients and our entire staff will live a better life because of this short, simple, yet profound book!

**Scott Conard, MD**  
President of Medical Affairs  
MedicalEdge

"Experiencing The Power of TED\* ([EPOT](#)) was the best investment I've ever made in myself... It was a life altering experience. Reading The Power of TED\* game me an awareness of how I was living in the victim orientation. EPOT brought greater depth to the awareness and that interactive group exercises gave me the tools and support I needed to shift to the creator orientation... I found a hidden door in the walls around my life and now that I have stepped through that door I will never be the same."

**Tracy Christopherson**  
Director of Interdisciplinary Integration -  
Clinical Practice Model Resource Center