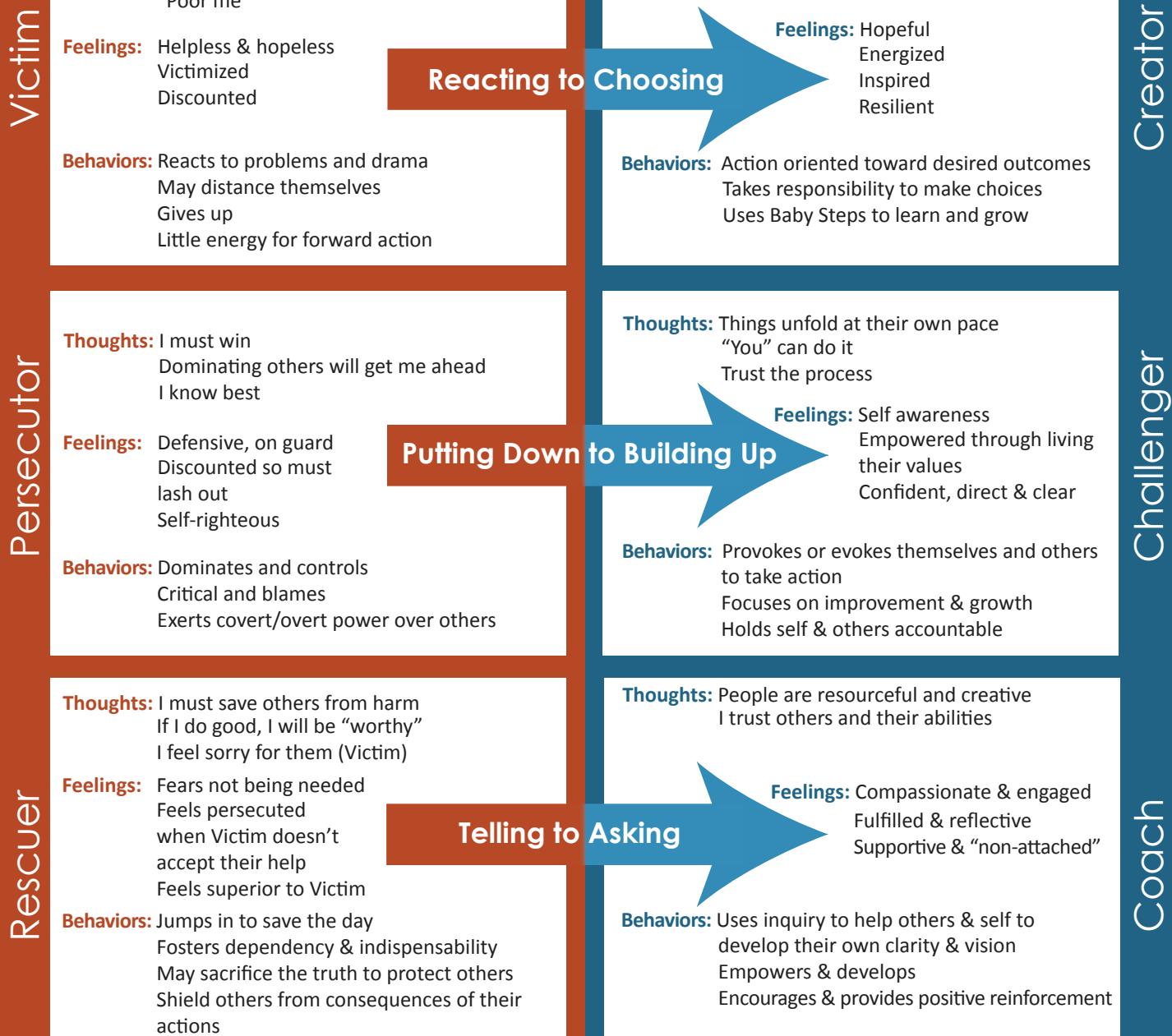
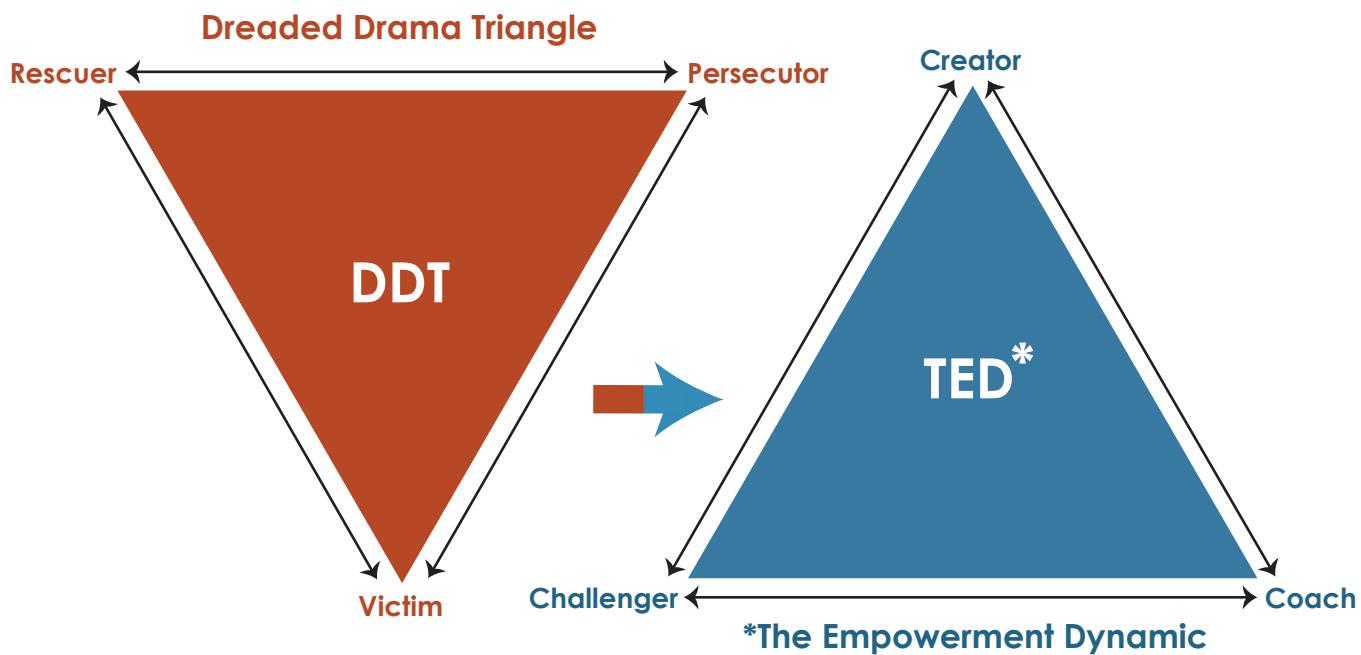


At the heart of TED\* (\*The Empowerment Dynamic)™ is learning to shift from reacting to choosing our response to life events. The Empowerment Dynamic is the antidote to the Drama Triangle, (first described by Stephen Karpman, MD) and its three toxic roles of Victim (the primary role), the Persecutor (who the Victim blames for their suffering) and the Rescuer (who steps in to relieve the Victim's suffering). TED\* represents a shift from the Drama Triangle to empowering relationships through its more resourceful roles of Creator, Challenger and Coach. People who live and work from the TED\* framework, learn to choose their response to life, irrespective of circumstances.



The TED\* framework is an exciting new facilitation and coaching tool. The Dreaded Drama Triangle (DDT)™ roles of Victim, Persecutor and Rescuer help people to see the disempowering roles they may take on. But what are the alternative roles? The TED\* roles of Creator, Challenger and Coach are powerful alternatives to the DDT and increase our capacity to be “at choice” in most circumstances. Contact us to learn more about our products and services.



### Victim

Thinks they are powerless and at the mercy of life circumstances. Is unwilling to take responsibility for what happens in their life.

### Persecutor

Thinks they must win at any cost. Controls others through blame, criticism, and oppression.

### Rescuer

Intervenes on behalf of the Victim to save them from perceived harm. Fosters dependency by relieving the Victim from taking responsibility.

### Creator

Focuses on vision and desired outcomes. Takes full responsibility for initiating action to achieve their desired outcome.

### Challenger

Sparks learning by challenging assumptions and the status quo. Focuses on improvement and development by holding people accountable for taking action.

### Coach

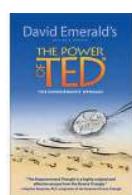
Empowers people through inquiry to gain clarity.



**David Emerald** is the author of *The Power of TED\**, an executive coach, and uplifting keynote speaker who lives in the Pacific Northwest with his wife and business partner, Donna Zajonc.

A master facilitator and speaker, what sets David apart is his authentic style of presenting. David has over thirty years of experience of leadership development that has led to developing his simple, yet profound, TED\* framework.

**Donna Zajonc MCC**, Director of Coaching and Practitioner Services for the Power of TED\*. Donna has over fifteen years experience as a leadership coach, keynote speaker, facilitator and trainer. She is passionate about building individual and collective capacity to help shift from reactive conversations to more creative and empowering dialogue.



**Working with Donna and David, participants walk away feeling inspired and eager to take action.**