

## BOOK OVERVIEW

**Title: TRANSFORMATION IN 28 DAYS**

**Author: Leon Steyn**

**ISBN 978-0-620-75056-1**

**Type: Self-help, personal development, business**

**Pages: 104, made up of 28 chapters, structured a-page-a-day**

We find ourselves in a complex environment of social ills, environmental catastrophes, corruption, unemployment, wars and a host of other problems, problems which will never go away...if anything, they will get worse - this planet has deteriorated to the point of no return! But possibly, it can be proven otherwise...

Transformation is the process of changing from one qualitative state to another. This transmutation can apply to an individual or an organisation, or even the product or service supplied by the organisation. In South Africa, transformation has a particular meaning related to the political transformation of society. An example of this is higher education having a transformative role in moving from apartheid to an inclusive society.

Transformation is a process which focuses on the enhancement and empowerment of the person. In an organizational context, it is a process of profound and radical change that orients an organization in a new direction and takes it to an entirely different level of effectiveness. Unlike 'modification' (which implies incremental and limited change on the same plane) transformation implies a basic change of character, and little or no resemblance with the past configuration or structure. At a glance, transformation appears to be limited to just a handful of types; this is not the case...

### Types of transformation

- Global
- Environmental
- Political
- Economic
- Technological
- Social
- Legislative
- Financial
- Emotional
- Physical
- Leadership
- Last but not least, personal transformation.

The transformative view of quality is rooted in the notion of 'qualitative change', a fundamental change of form. Ice is transformed into water, and eventually steam, if it experiences an increase in temperature. While the increase in temperature can be measured, the transformation involves a qualitative change. Ice has different qualities to those of steam or water. Transformation is not restricted to apparent or physical transformation but also includes cognitive transcendence. This transformative notion of quality is well established in Western philosophy and can be found in the

discussion of dialectical transformation in the works of Aristotle, Kant, Hegel and Marx. It is also at the heart of transcendental philosophies around the world, such as Buddhism and Jainism.

Whatever your goal, I believe it's possible to escape the shackles of work and weariness. More than just being possible, I believe it's doable. The key is to stop pushing and striving against the world and, instead, realize that change comes from within. Your identity can be explained by evolution and cultural adaptation, but it is controlled by consciousness, by you. So if you want to turn back the clock and lay the groundwork for a better tomorrow, it's time to take a closer look at the only thing you can really change: *yourself*.

Any change and transformation we experience does not happen in isolation, and those around us are not unaffected by the change. So if we assume the reverse also to be true, then our immediate environment plays a significant role in the journey of our transformation. With the South African environment firmly in a state of perpetual change and transformation (albeit very slow), we have no other option but to do a reality check with our places of work and download some of the dynamics into our own lives.

So what are we saying?

It will be a good idea to be aware of the changes taking at place at work and to find a way of becoming involved in this transformation; it will make your transformation so much more valuable and sustainable. True workplace transformation is required if South Africans are to survive in a competitive and volatile global village. It is lamentable that some heads of department, like managing directors and chief executive officers have not yet realized the necessity for transformation. Reference is made to heads of department, because leaders realized the importance long before the Employment Equity and BBBEE Acts were even conceptualized!

So what is the risk of not transforming? Very big and very real!

If you do not transform yourself in one way or the other, you are very likely to:

- Be unhappy within yourself
- Be or become depressed
- Negatively influence relations with your family and friends
- Tolerate mediocrity
- Never achieve your full potential as a unique person
- Saying "yes" when you want to say "no!"

My suggestion to business leaders, fathers, custodians of people and political leaders is get the conversation about transformation going, make it part of your company culture and domestic value system. This book will put people on a different path...