

## The Journey Continues

The journey of transformation started well before January 2008 but during the last 2 years, together we have shared the vision with others and helped them walk the talk. This brief article is not simply a “walk down memory lane” but rather a reminder of the chosen path and the admonition to follow it.

The recognition of the IEEE member as an individual and a person is the marker of the path. We are traveling this journey together and we need:

- Collaboration and cooperation
- Sharing of Skills and knowledge
- Mentors and friends

These are more than slogans or tag lines; they are real requirements if IEEE is to apply technology for the good of humanity. We value each other’s active participation and commitment in the work of the Institute

We have discussed and designed many of the functions and processes that constitute the architecture of this new focus on the member and it relies on the principles of

1. Engagement
2. Uniqueness of each individual and the characteristics of the events throughout their lifecycle
3. The purposes of the Organization Structure that help us perform the work of IEEE.

This is an on going effort and requires your continued attention.

We have made a good start in exposing the leadership in the Sections of the imperative to focus on the member as an individual and the mindset of engaging people in our activities starting with the communications.

In developing communications e-mail, newsletters, meeting announcements, call for papers, etc and yes even web sites, the need to engage the receiver or the person on the other side of the screen is as real as if we were talking face to face. This is a challenge that all of us must work together to address. Although the solution is not to be found in a “cook book” of communicating for fun and profit, it begins with the fundamental desire to engage the other person. Have you experienced reading a book, which made you feel as if you were a part of the story itself? The opportunity of engaging each other in the IEEE story belongs to each one of us.

In all of our effort toward fundamental change have we reach a critical mass in which the change is self-sustaining? Only you can provide an answer.

It has been a privilege to be Region 3 Director during this transformation and I will continue to work in other capacities to help see it through to “critical mass”.



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