

FOREWORD

I first met Edwin when he was parachuted in by a large consultancy firm that he was working for at the time. Their engagement with us was rapidly going south.

It was then that I was first exposed to how Edwin thinks differently about sustaining a transformation and the role of leadership. Since then, and through multiple engagements with his company, I have developed a respect for his knowledge, insight, and ability to connect with people at all levels to change behaviors and, most importantly, to get transformational results. I also gained a good friend.

Since those early days, and I would like to think with a small influence from our conversations, Edwin has decided that being an employer is more fun than an employee. He established his own successful consulting business founded and run on the principles you will find in *6,000 Dreams*. It was, in fact, while turning around the engagement I refer to above, that Edwin realized there was a better way to achieve sustainable results.

What you will find in this book is a journey of not just the what and the how but also the why. It is the why that engages the heart and mind, which is the core of any transformation, especially if you want

to change the embedded ways of working for a better future.

Let me come back to the word “journey.”

Why do most transformational initiatives fail? It’s because the leaders don’t understand that change, and particularly behavioral change, takes time, persistence, commitment, and an understanding that sometimes the journey means taking two steps forward and one step back.

Too many transformational initiatives are designed to seek instant gratification. We all need to have an internal rate of return and show results quickly, but that is relatively easy to get. True transformational change that delivers sustained superior results needs big investments of resources, time, and big leaders.

So why should you read this book? To get to know the man and his character, which is honest, straightforward, and challenging; yet he always listens to understand. When this is applied to his vast technical expertise across many industries, compounded with years of experience, you have a book written with humility, the good, the bad, and the scars. It is a very credible, and real, read about achieving sustainable business transformations.

It is very humbling for me to be asked to write this foreword. I trust that it has piqued your interest, and I can assure you, dear reader, that, as a customer, colleague, and friend of the author, *6,000 Dreams* is no dream. It provides great practical advice and guidance for any leader wishing for insight to start a transformational journey and to be that transformational leader.

Good luck.

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