

Dear Readers,

This letter is the start of something very different and important for Transformer Technology and our community of professionals. It is something that has been pressing on my mind for a long time now and can be summed up in one word:

Purpose!

What is the purpose of what you and I do, the purpose of what Transformer Technology (TT) is about, and why is it so critically important to our future?

Every organization, or person for that matter, must determine their purpose in order to succeed. Some call it True North, others their Vision or Charter. Regardless of what we call it, it is the engine of success that gives us two things - first, it gives us Direction, to know which of the myriad of directions we could take. And secondly, it gives us a defined Destination. Purpose is defined by both and purpose must be at the core of why and what we do.

What is the purpose of TT? When I was asked to become the Editor in Chief, something I had never done before, I had to determine what our purpose was and the folks at APC Media were very gracious in allowing me to do a bit of organizational consulting.

Our Purpose at TT was to create a North American focused magazine with the best transformer-centric technical content we could find. Very quickly we began to produce a quarterly magazine that did just that. Topics were broad and the goal of printing a high-quality publication was quickly achieved. But something was missing. We got our heads together and realized that the world was moving to a digital format rather than just a printed format, and we had to adjust our focus in order to meet those changes. We started that change in the fall of 2019 and then in 2020 Covid hit. Looking back, it would appear that we were lucky. We think we are blessed.

With that pivot we also realized that our community members accessed a lot of their technical content via video or webinars, so we began to build up our video content, adding a new staff member to manage the process.

We will produce **Tech Talks**, which are 8-to-10 minute video clips on technical topics answering questions from our Technical Advisory Board, Editorial Board or from TT Community members. In addition, our Allied Members will provide **Profiles** of their organization and area of expertise.



It is better to give than to receive” is an old and well tested saying, but we think it is better to do both - to be a life-long learner since no one is above learning, and to share what you know, what you have experienced, and how that can impact the next generation of learners.

Finally, we will begin curating a web series called **WebLinks**, which are non-commercial webinars created by members of the TT community to share knowledge, to inspire, to equip or educate.

Our direction was always clear, but our destination was too short-sighted, as is often the

case. We applied a Silhouette Planning Model, allowing us to refocus on our destination as we got closer to it, while maintaining clarity of direction. Who knows what the future might bring as we continue along our path that leads us to fulfilling our unique purpose.

Personally, my purpose was clear several years ago as the worlds of reliability and electric power began to merge. With the transformer being the “heart of the system”, I soon realized that my destination has changed, all the while maintaining the same direction. As I took on the role of President of the not-for-profit Electric Power Reliability Alliance, EPRA (I do love a good acronym), this year, I see how both roles align so well.

But I write this article to be more than about me. It is really a clarion call to professionals in the transformer, electric power, and/or reliability marketplace. Revisit your personal purpose. If your direction is to be a builder, helping create a body of knowledge based on your years or maybe even decades of experience, then the TT Community is for you. If your expertise expands beyond the transformer, then EPRA is a similarly focused membership organization you should explore.

If, on the other hand, you are relatively new to your career, then you are the professional we are aiming for, and since all of us need to be “life-long learners”, in a way, we are all still here to learn. “It is better to give than to receive” is an old and well tested saying, but we think it is better to do both, to be a life-long learner since no one is above learning, and to share what you know, what you have experienced, and how that can impact the next generation of learners.

We must become “givers” in a world where there are so many who need to be served. We must also become “takers”, in that all of the knowledge we share whether in a digital, themed, monthly magazine format or through audio and video, is content that you, the Transformer Technology Community, provide.

There is a scene in the movie *Jerry McGuire* where Tom Cruise says, help me to help you. While that seems a little bit of a cliché today, it really does embody what we are trying to accomplish at TT. But it might be better stated: Help us help us. And the best way to do that is to get engaged with the community.

Today communication is either viral or stagnant. In the media business, we create content that we believe is valuable to the community and we hope that you share that with your peers or your community. LinkedIn is a great way to connect with your connections, but there are so many other ways as well. Simply forwarding a link via email to your professional connections is a great way to support your profession.

As the magazine becomes a monthly, theme specific and content based digital publication, which adds tremendously to the Body of Knowledge, we want to address the changes in the way people consume content, and that is through audio (Podcasts and Interviews) and more increasingly through video. It is no wonder that Google bought YouTube, knowing video content will soon surpass written content for their audience.

As we revisited our purpose, one thing became clear, and Covid has both allowed us and caused us to make sure our purpose is clear and compelling to the community we serve: We must become givers in a world where there are so many who need to be served. We must also become takers, in that all of the knowledge we share whether in a digital, themed, monthly magazine format or through Audio and Video, is content that you, the Transformer Technology Community, provide.

We thank you for being part of our Purpose and would love to hear how we can support you as you realize your personal direction and destination.

Alan M Ross
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Transformer Technology
Curator of the Community
President of EPRA



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