



## ***My dream for South Africa.....***

I dream of a South Africa in which everyone feels personally valued and deeply proud to be South African. That may sound like an impossible fantasy but we have a recipe in our hands - and its home-grown.

The essence of feeling valued is that we continuously experience;



An ethical culture



Good performance from all with whom we interact



Effective control of everything that affects our lives




Legitimate administration of all institutions on which we rely

Think for moment about how your life experience would change if you continuously experienced those four qualities in all areas of your existence – your family, your community, school, university, religion, the town in which you live, the way your province functions and the way in which South Africa is governed. It would create a feeling of trust and well-being, which naturally affects both how we feel about ourselves and how we interact with those around us. When we feel

safe and valued, we operate differently and treat other people in a way that demonstrates our sense of self.

The four elements which would deliver this powerful way of being in South Africans are the four outcomes of King IV™, the 4<sup>th</sup> version of the code of corporate governance developed by South Africans, led by Mervyn King. The King IV™ Code is currently being adopted by many countries based on its potential to change the way in which companies operate. The power of King IV™ is that it translates into a code which goes way beyond how companies are governed, by being relevant in the daily lives of each of us, at all ages and in all life stages.

These four outcomes apply equally to all aspects of our everyday lives. The way you feel about the experience you had visiting a supermarket, bank, the post office, your local municipal office, spending a day at school or university or just being part of your family. What would change if we were asked to score every commercial or public service interaction we experience against those four outcomes? How might families operate differently if the parents set a continuous, clearly stated example of operating in their roles against those four outcomes?

If you feel that this is an impossible dream  , stop and think for a moment. South Africa has created a perfect example of an institution that operates according to these outcomes in the Constitutional Court. We've demonstrated to the world that we can do it. Let's show each other by making these four outcomes part of our DNA. The King IV™ outcomes should be how a doctor treats her patients, how a roadbuilder builds the roads, how a teacher teaches his pupils.

If each of us reflected daily on how we are applying these outcomes in all of our interactions, we would become more conscious of our own behaviour, principles and values and of those around us. It's so easy, when things aren't working



, to passively criticise the system and to use what's going wrong to excuse

our own behaviour. By becoming living demonstrations of the outcomes of King IV™, we build better lives for ourselves and those around us, stronger, more cohesive families, excellence in our education system, pride in our public institutions and accountability in government so that we take our place once again in the world as an inspiration for what is possible when we as a people demonstrate our personal excellence and commitment to each other and to South Africa.

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A passion for the wider application of King IV, drove J. Michael Judin, a practising attorney and a member of the task team that wrote King IV, and Pat Roberts, an executive coach, to team up and write this article.

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