

Managing for Change – the Most Important Challenge of Our Time

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Abstract

Change is a reality of our time. It has a huge impact to all societies of the world. Some see it as a blessing with any benefits and some see it as a curse to be struggled with. Culture is an important consideration in this context. Generally countries in the so-called western culture have favored change and benefited from it. If we think of the era of discoveries, westerners were bold adventurers; just think of the wild wild west or those who braved the seas to new found land or those who ventured to outer space. The whole of humanity benefits from telecommunication and the Internet at large. Countries and companies foster and bring about change and benefit from it. Alvin Toffler, a leading visionary of our time, wrote several fitting books ranging from Future Shock to The Third Wave and Power Shift. The message could not be clearer. A crucial consideration is how we deal with change; do we foster change; do we go along with change. Managing for change is our way to deal with change intelligently. Managed properly, change can be a positive factor. This paper explores the foregoing considerations, in first, a tribute to Toffler and second to the current state of the art of managing change.