

Three Kinds of Change

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You and I have experienced more change in the past year than most of our grandparents did in ten, and there's no relief in sight. Futurists tell us that there will be more change between 1970 and 2020 than in the previous 500 years. How well we do in the 50-year window will shape much of the next millennium.

To understand all of this change it will help to be aware of the three basic kinds of change; permanent, pervasive and profound.

Permanent, because fortunately, few of us would want to uninventive the microchip, rebuild the Berlin Wall, or abandon the medical advances that have extended and enhanced our lives
Pervasive, because everything from the information highway to the calorie content of potato chips has changed our lives. Few parts of the way we live and work have escaped the affects of change.

Profound, because as a global village, we must reassess the sharing of our planet's resources. As individuals, we must reassess our values, ideals, and prejudices that are being challenged daily. Social, political, and medical issues are constantly confronting us with new complex moral and ethical decisions.

One of my favorite expressions is, 'Every time I figure out where it's at, they move it'. Do you ever feel like that in your business? 'Whoa, I just got this figured out, wait a minute!' But that's not the way it works. If you can't keep up with change, you can't succeed. Viewing change in one of these three categories will help you adjust to their impact.