



TRANSFORMING THE CHANGE!

The globe changes rapidly and old values and tendencies are replaced with new ones simultaneously. None of the entities, neither corporations nor governments, have the luxury to fall outside from this rapid change process. Turkey also meets with new concepts through this change process and attempts to adopt itself to this transformation.

Beyond the invention of alphabetic writing and onset of the use of money we encounter milestone dates like Industrial Revolution in 1774, Use of Railways in 1829, Steel and Electricity in 1875, Petrol and Chemicals in 1908, Informatics in 1971. It is obvious that these change processes influenced human being and enabled various transformations. People, particularly young people, who benefit from these transformation processes digress their boxes and now play a key role on change. In this process, young people are the key catalysts for change; they even change the fashion to create their own. I will give an ironic example I have experienced recently. Prior to Mothers Day, I was seeking a present for my mother in a silver shop. A young girl dropped into the silver shop and bought three different “key rings”. She used a pincer, broke the key rings into pieces and combined them in her own way to produce a new key ring. People produce their own music and share it with the world via youtube; share their recipes through blogs. People are even following international blogs with translation programs even if they do not know the language. In the 21st century, with the rapid transformation, people also develop their own education systems. Nowadays, young people discuss the reasons of going to school since they think they have access to any information they need via internet.

Diseases Change

Yes, we are living in a new millennium and everything changes rapidly. We do face change in diverse forms in our lives. In this regard, the diseases and our health systems change too. We used to get sick, go to the doctor, take some pills and get well in two days. However, nowadays we face diseases that need tens of years of treatment. For instance, an obese person may struggle with this disease almost all of his/her life. Diseases like avian flue and mad cow easily affect all geographical locations and all the people of the world (women or men / child or old / rich or poor/ rural or urban etc) who are now more interconnected in a global world. Moreover, diseases like fatigue and overstress which are caused by environmental factors can not be treated with only pills. Hence, new and special means of treatment methodologies are used. Therefore, individual approaches become more important than social ones and come to the forefront.

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Economy Changes

Economy is exposed to similar transformation process as the world changes and economic models also evolve. People causes more complex economic models via focusing on “What can I use?” instead of “What do I need?” If a person have 50 Turkish Liras they opt to buy 25 t-shirt for 2 TL each which are consumed in just 2 weeks in preference to buying one dependable one.

“Social Industry” stemmed from the masters of economy. Health and education form the 40 % of the current economy. However, we should remember that social capital is a prerequisite for social industry.

Productions made with central decisions in a city may have detrimental effects on sales in a closer city. People may easily reject it if something is not convenient to them. This shows that people’s preferences are more important and there are billions of people with billions of preferences. This massive production need with a preference focus can not be managed with a central production method. However, regions are the most nearest means to group preferences of people. Therefore, regions are able to change and develop everything in accordance with their preferences. Hence, rather than making substance production in the center, regional production plans should be developed in compliance with the regional conditions. Nevertheless, platforms that direct production in line with the needs of community should be underlined in order to achieve production for regional needs.

There was a market during the previous millennium. Product creativity, customer needs, specialists and professionals existed with the market too. However, being social is the new keyword of the new millennium, not the market. In addition, creativity turns into social creativity nowadays. This brings us into stakeholder needs instead of customer needs. In this regard, partners and networks replace specialists and professionals. Thus, there is a need for elegant and economic life style from now on.

Nature Changes

Nature and its sustainability is the prerequisite for a sound change process which we need urgently. Nature, with its recycling capability, attempts to enable the balance of life. Unfortunately, we do consume resources without enabling sufficient spare time for recycling of nature. The end of the story may easily come if one day nature would not cope with its struggle with humans. Production of nature is the only and sole production model amongst all the production models developed by humans which does not have alternative. In this sense, we need to protect the nature in order to perpetuate its sustainability and productivity since its ecosystem provides us productive commodities. Human being is obliged to manage both social and individual changes with a cognitive approach. People should be included in all processes in order to steer the change. Development of individuals

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should be shaped for needs and future; and we should use information technologies in order to empower communication. Methodologies like renewable energy and recycling is required to have a sound and natural environment.

As a new era began with the new millennium, managing the change in this new era is expected to be more responsible and responsive. Hence, responsible business models, responsive public bodies and responsible citizens are expected to shape the new millennium. They are expected to be closer, work cooperatively for the problems of the globe ranging from poverty to environmental disaster. Thus, we do need a responsible change management from each individual and entity.

There was a saying “Change is unchanging” and this well – know approach is replaced with “Changing the Change”

There was song “Love me like there is no tomorrow”

If we go on living like this, there will really be no tomorrow.

Hence, change and manage the change responsibly.

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