In order to manage change effectively, it is very helpful to know what changes are probable and what changes are possible. However, in the final analysis, the individual must determine what changes are preferable and what kind of future is personally desired. After all the reports are in, when all the stories have been told, when all the indicators have been reviewed, the bottom line of futurology (change management) has three parts: clarification of one's values, ordering of one's priorities and making the necessary commitments.

In our society, economic values are usually high on the scale—job, career, pay check, promotion, and property. Decisions are often made on the basis of great weight being given to economic values. The individual members of our society will make decisions about preferable change and preferred futures according to how much weight they give to economic values (job), social system values (human rights), and technological values (automation).

In our collective life together, the decision-makers that we have elected to local and national office will make decisions about preferable changes and the future of our society based on the weight that they perceive their constituents give to social system values, technological values and economic values. If environmental stability is a value, then environmental decay is a problem. If social justice is a value, then social injustice is a problem. If economic well being is a value, then poverty is a problem. If peace is a value, then war is a problem.

Since we know that we will die, we go about writing "Kilroy was here" on other individuals and on the environment. Perhaps the management of change will help provide better ways to write "Kilroy was here."

A major oil company has keyed into the concept of preferred changes. It has started an ad campaign called "Celebrate America's Tricentennial 100 Years Early." The campaign will be used to solicit ideas from the public "pertinent to America's future... America will change a great deal by the year 2076, and we want you to tell us what you think these changes should be."

To manage change in our individual lives is practical wisdom. To manage change in our collective lives is of crucial importance. If we grasp the concept that the world will see many changes in the next twenty-five years, if we have ordered our priorities and have clearly understood our own personal value system, then we will be more likely to create the kind of future that we want.