

# A Case for Change Management

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## To Whom It May Concern,

It has been said that “change is inevitable—suffering is optional.” Still, people and organizations often suffer with the reality of change because they either ignore its eventuality, or are simply not ready to effectively tackle it....

The world is changing at an alarming rate. So too are the demographics of potential learners. In a popular [video](#), it has been suggested that children being born today will enter types of careers that have not yet been invented! With this reality in mind, how will Thompson Rivers University (TRU) position itself to be ready to adapt to the change that must come; in fact, how will TRU manage the changes necessary so that it can take advantage of emerging learning markets not only locally/regionally but internationally and globally?

Anticipating the need for change is a key consideration. Ensuring that the teaching culture of TRU and the University itself are nimble enough to react to the changes necessary are also parts of the future blueprint for success. The time is now, to ensure that TRU looks to the future and consider the academic offerings of the University that are in keeping with the needs and desires of the academic marketplace. Further, the *raison d’etre* (reason for being) of TRU should include the mindset of “teaching locally, and succeeding globally.” The seeds of knowledge and wisdom that are planted in the minds of our students will culminate in the successful projection of the education and skills provided and will manifest themselves in the betterment of society on a global scale—becoming visible through the implementation of these precepts around the world.

Sounds exciting? It is; and, it starts with pre-positioning the staff and the faculty of TRU to be prepared to embrace that next “big opportunity” and manage the changes

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that are to come. Change management—with a view to innovate the offerings at the University—will help build the roadmap that will help TRU succeed both now and in the future!

Respectfully submitted by: Glen Richmond