

The Strategic Future of PCA

By

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Person Centered Approach stands at the cusp of its most incredible opportunity. The tension between “high-tech” and “high touch” is at its highest point in history and getting higher. People feel the tension. They feel the alienation and the potential. We, practitioners of PCA, are able to make an incredible contribution to our civilization. This contribution will not be made in therapy or CCT. It will be made in our everyday lives. It will be made at work, in primary relationships, in seeking peace, on the Internet. Lets look at how this is so.

During the fifty thousand or so years of hunting and gathering there were no assets. Assets were discouraged. If Grog brought home an extra mastodon or so, his peers, affected by the stench would mention it to him.

During the three or four centuries of agriculture assets became possible. Also came the possibility of someone stealing them and the notion of protecting those assets -- using violence. There arose specialists in violence who would protect assets, for a fee. The best specialists became governments, feudal, mostly. People swore a dependable oath of chivalry to their liege lord. The entrepreneurs, the kings, and lords owned these governments. It was to their strategic economic advantage to have high taxes and low expenses. That made for wealth.

Then comes the industrial age and the nation-state. During this time citizens swore an oath of citizenship to the nation-state. Individual citizens do not have as much power as did the lords negotiating with the king. This was an age of effectiveness in the use of force, not efficiency. Wars were met with overwhelming force, not lean, mean fighting machines. The governments were owned by the employees of the government, congress, bureaucrats, receivers of transfer payments [employees, without the requirement that they go to work]. It was to their strategic economic advantage to have high taxes and even higher expenses [because the expenses went to the employees] - deficit spending.

Now we are in the biggest change of all - the information age. Governments can no longer compete with private services offered on the internet. Citizens become customers -- sovereign individuals. The governments become owned by the customers. Customers strategic economic advantage lies in low taxes and low expenses. The skilled get richer and the low skilled get poorer. You must have something others value to offer, or you will be left out.

PCA is the only necessary and sufficient system which provides for the successful conduct of relationships. Only those skilled in “high tech” and in “high touch” will be prepared for the perilous times ahead for the sovereign individual.