The Organizational Life Cycle Curve

The typical business cycle consists of a bell curve with the following distinct phases of start-up, growth, maturity, decline, and death.

Place your organization on the curve (you can also use the curve to evaluate individual product lines, services, markets, and programs). The value here is in the discussion. Where on the curve did you and your team members place the organization?

Middle of the Curve

Left Side of the Curve

This is the time to innovate and look for ways to grow the business. You've got a lot of runway to try new things, reinvent, and experiment—so, seize the opportunity.

Everything is going well.
Profits are good, market
share is solid. This is the
perfect time to restart the
business curve.
If you don't, you risk sliding
down the right side
of the curve.

MATURIT

Growth slows and enters a somewhat stagnant state with little overall changes to the organization.

Strong sales growth and physical expansion. The business is ramping up. Focus on cost reduction and building efficiencies to improve business health.

Right Side of the Curve

Focusing on cost reduction and building efficiencies is important here, but won't restart the business curve. Making innovation a priority is more important than ever.

OEATH

Rapid growth and progression.

START-UP

If cost reduction is the only focus, large losses and eventual cessation of operations or transition of the business will result.

What are the top three reasons for your placement?

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