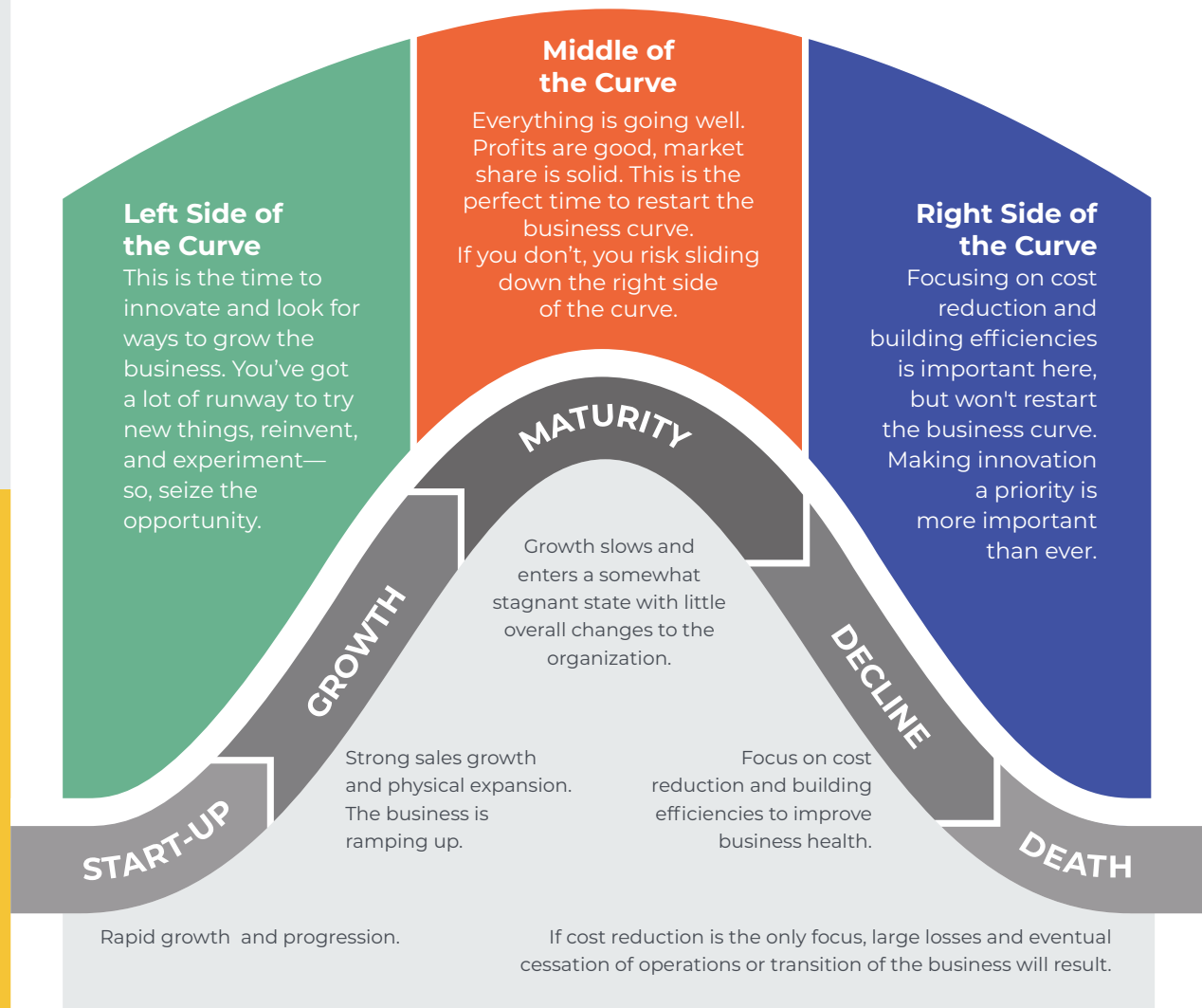


# The Organizational Life Cycle Curve

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?



## What are the top three reasons for your placement?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_