Adizes®
INSTITUTE WORLDWIDE
EST. 1972

Organizational Lifecycle

Navigate the rhythms of growth:

Understand, Diagnose, and Thrive in your Organizational Lifecycle



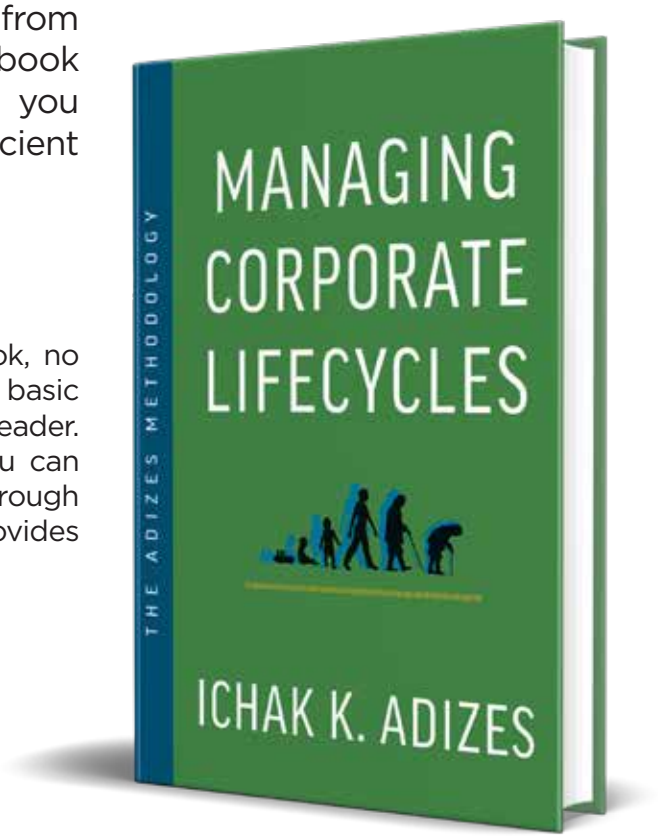
All the content that you will find in this report is taken from the book *Managing Corporate Lifecycles* written by Dr. Ichak Adizes.

Managing Corporate Lifecycles

Just as every system has a lifecycle, every organization has its own lifecycle that needs to be managed; otherwise, without decisions customized to the specific location on the lifecycle, a company spins out of control, allows conflict to turn destructive, and declines precipitously. Being able to analyze each stage accurately and strategize appropriately is critical.

This book provides a deep dive into every aspect of the cyclical continuum: how to accurately discern and analyze the stage that your organization is in, what to do to spur growth, and how to predict future problems and use continuous change to your advantage.

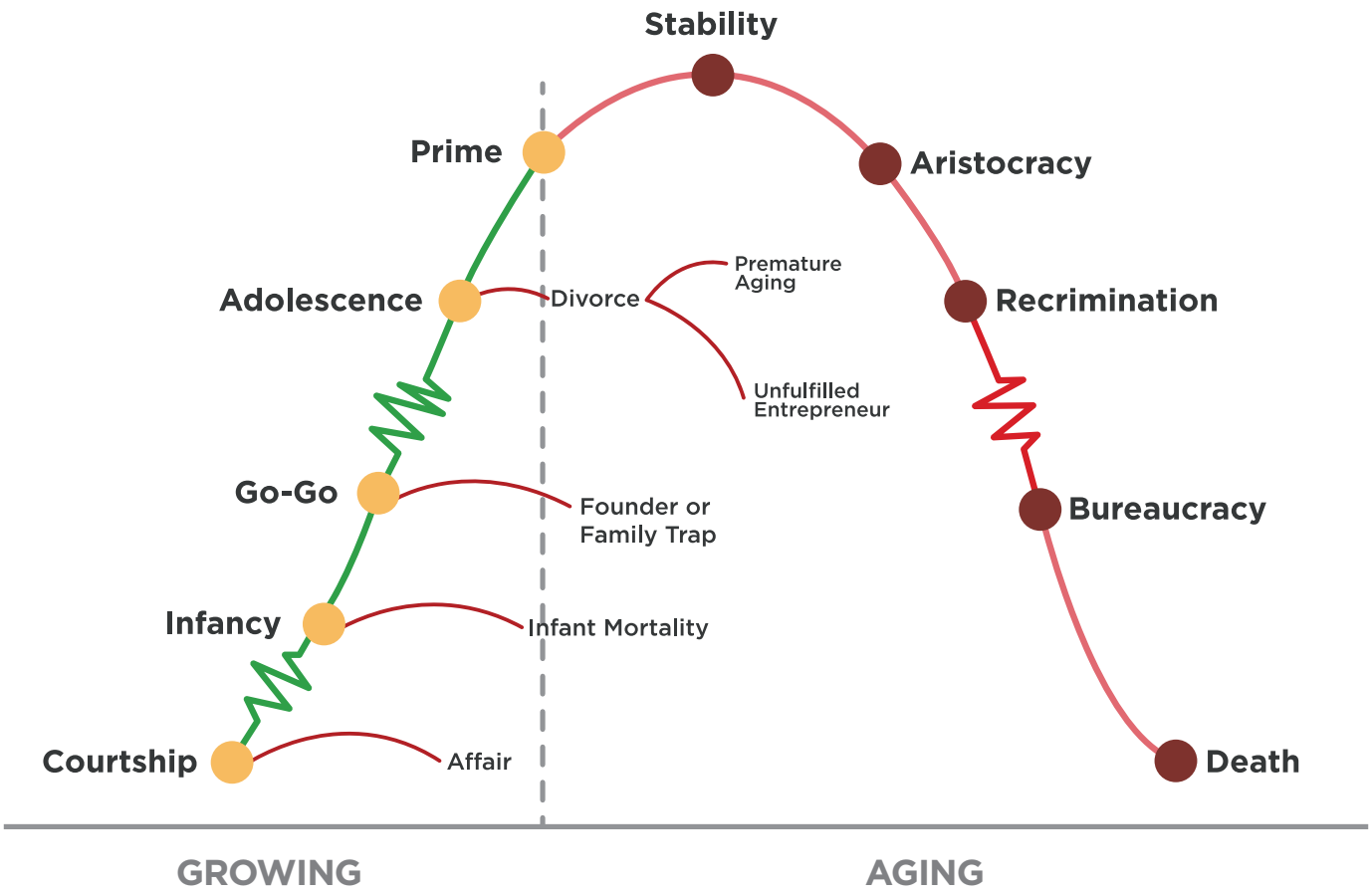
Take charge of your destiny. As a leader, you must learn to distinguish normal problems – the transitions that an organization should go through to move to the next stage of the lifecycle – from abnormal problems that you can avoid. This book will sharpen your decision-making and equip you with the know-how to be an effective and efficient leader of change.



> "Adizes provides help to everyone in his latest book, no matter where you are in your life cycle. His wisdom is basic to being a successful manager, father, husband and leader. There are no limits to what you can achieve if you can strengthen and overcome your own weaknesses through teamwork and improved communications. Adizes provides the insight to help you do it."
>
> ***— CHARLES D. PEEBLER JR.***
> *Plum I Managing Director &*
> *Plum IIDirector And Venture Partner*

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The 10 Stages of the Organization Lifecycle



Ichak Kalderon Adizes, *Corporate Lifecycles*, First Edition, publications.adizes.com, 1989

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The Power of the Organization Lifecycle

At the foundation of effective management for any organization is the fundamental principle that as organizations grow and age they **progress through a series of predictable stages known as the Organization Lifecycle**. Like humans, the evolution of every organization proceeds in distinct stages. Companies go through the terrible-twos, being a teenage, and the prime of life.

Each lifecycle stage presents a **predictable set of unique challenges** (life lessons) that must be overcome to progress to the next stage. How well or poorly leadership develops the capabilities needed to address those challenges determines the success or failure of the enterprise. If leadership is not able to do this, the organization gets stuck. **Normal problems that can't be resolved become abnormal, retard the healthy development of the company, and can lead to its demise.**

Leading successful lifecycle transitions is not easy or obvious. The same methods that produce success in one stage can create failure in the next. **Knowing what to do and what not to do,** how to navigate the challenges of each lifecycle stage, is critical information every CEO, C-Level Executive, Board Member and Investor, as well as up and coming leaders who aspire to hold those positions in the future, need to have.



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Mastering Organizational Rhythms: Eight Insights to Propel and Sustain Success in Any Business Lifecycle Stage

The organization lifecycle is one of those truths that once learned, fundamentally shifts how leaders lead; personally and organizationally. When an entire management team understands the lifecycle, they share **eight insights that are critical to the long term success** of their enterprise:

1. **Prime is the place to be.** It is the only stage where a company is be able to dominate its markets, sustain a position of leadership, and enjoy above average growth and profitability. The first challenge is to get to Prime; the second challenge is **to stay there**. Unless leadership takes proactive steps to stay in Prime, aging will automatically occur.

2. **Problems are desirable.** Many managers have an immediate and negative reaction to the idea that their organization has "problems". The lifecycle teaches that the opposite is true. The lifecycle invites leaders who believe that "good managers" are those whose organizations have no problems, to rethink that perspective. The only stage where an organization has no problems is Death.

3. **Many problems are not unique.** The lifecycle also teaches that most of the issues a company faces are not unique to the organization; they are common to all organizations in a particular lifecycle stage.

4. **Some problems are normal and others are abnormal.** Like acne, normal problems require little attention because the organization will grow out of them. Focus on resolving abnormal issues because they will inhibit healthy development.

5. **Successful leadership is different in each stage.** Just like it makes no sense to parent a 6 year old the same way as a 21 year old, successfully leading a Go-Go organization requires a very different approach than one in Adolescence. Management style, goals, strategies, structures, metrics, and rewards must differ markedly from one stage to the next. Leaders who understand what is required can accelerate the journey to Prime.

6. **Future problems are predictable.** When a management team knows their current lifecycle stage, they also know what's coming next. Anticipating key challenges ahead of time allows the organization to move faster. It also helps everyone attack those problems instead of attacking each other.

7. **Aging can be prevented or reversed.** Unlike humans, organizations can stop the aging process and remain perpetually youthful. The Adizes Lifecycle Theory presents the factors that cause aging. These factors can be identified and diagnosed, and steps can be taken to prevent or reverse aging.

8. **The future success of the enterprise can be predicted** based on the management team's ability to work well together and solve bigger and tougher problems in the future.

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Navigate Your Organization's Path to Excellence

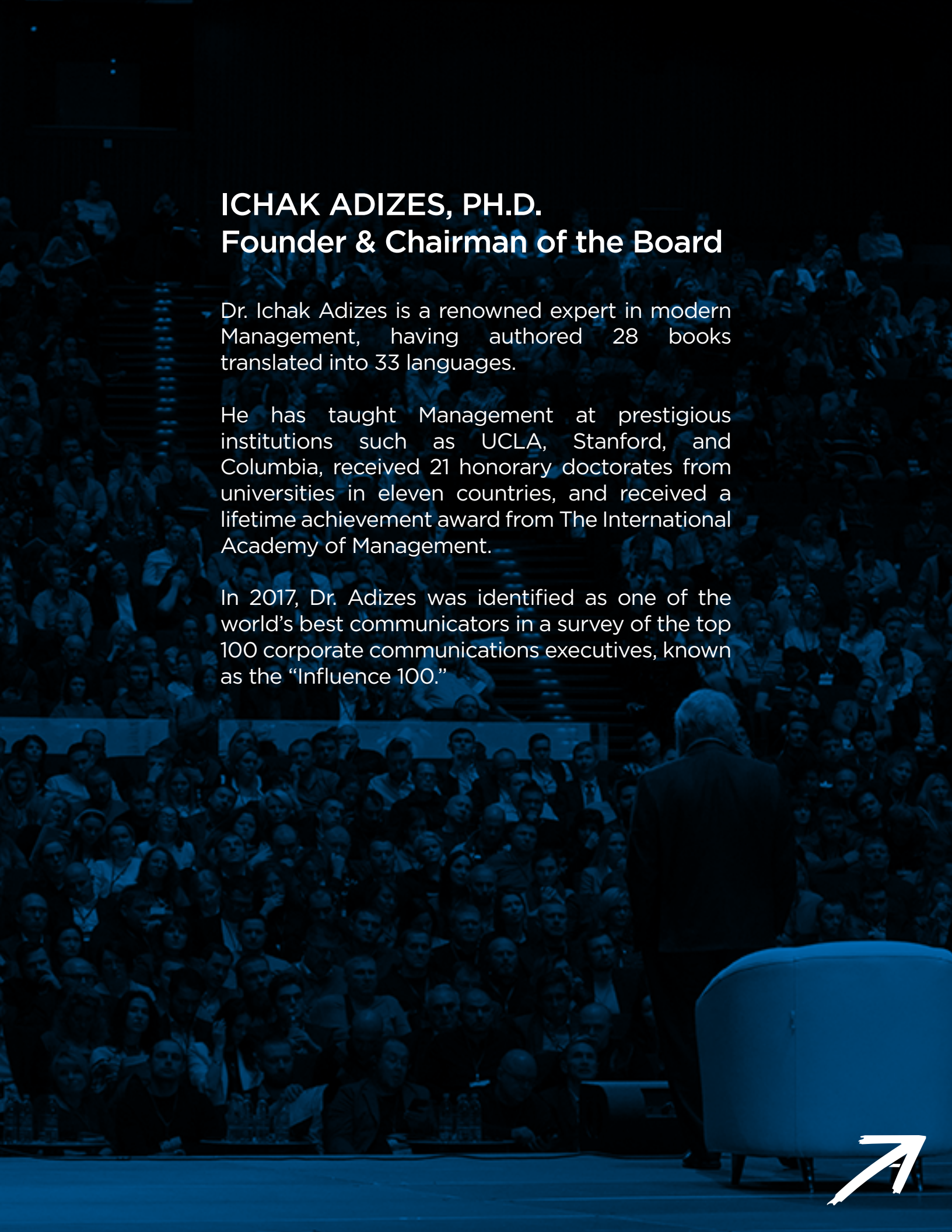
Every visionary leader recognizes the value of clear insights.

Through the Organizational Lifecycle Test, pinpoint precisely where your organization stands in its lifecycle. By identifying your organization's current stage, you anticipate challenges and set a proactive course for sustained success.

We invite esteemed leaders, business owners, and executives who are committed not only to reaching new heights but also to maintaining that pinnacle harmoniously and sustainably.

Scan and take the Organizational Lifecycle Test today.

Discover, lead, and thrive in the dynamic journey of .



ICHAK ADIZES, PH.D.
Founder & Chairman of the Board

Dr. Ichak Adizes is a renowned expert in modern Management, having authored 28 books translated into 33 languages.

He has taught Management at prestigious institutions such as UCLA, Stanford, and Columbia, received 21 honorary doctorates from universities in eleven countries, and received a lifetime achievement award from The International Academy of Management.

In 2017, Dr. Adizes was identified as one of the world's best communicators in a survey of the top 100 corporate communications executives, known as the "Influence 100."

The Adizes Institute

The mission of the Adizes Institute is to revolutionize how management is practiced and taught. Since 1972, the Institute has been dedicated to this vision, transforming the business landscape one organization at a time. The Adizes Institute believes that a better way to manage exists: a systematic, highly collaborative, common-sense approach that genuinely engages the hearts and minds of employees at all tiers. This approach harnesses conflict constructively and fosters a robust culture of mutual trust and respect.

The Adizes Institute equips leaders with the tools, resources, and support needed to instill this form of management in any organization. With over 50 years of experience assisting clients in 73 countries, ranging from the Global 100 to middle-market companies, start-ups, and governments, the Institute has proven that its approach nurtures healthy, high-performing, self-managing organizations. Such organizations can adeptly address any challenge, consistently impress customers, attract and retain top-tier talent, produce superior financial returns, and emerge as dominant competitors.

Delivering Value and Transformation: The Client-Centric Approach of the Adizes Institute

The Adizes Institute engages with clients in two primary ways:

- To educate clients on the principles and practices of Adizes.
- To collaborate closely, guiding clients to transform the management of their organizations through the Adizes Symbergetic Methodology.

The Adizes Institute stands as a beacon for CEOs and their leadership teams, helping them to skillfully navigate through lifecycle challenges and achieve PRIME – the pinnacle stage where a company can experience unmatched growth and profitability in the market.

With a particular expertise for assisting Go-Go and Adolescent companies during their lifecycle transitions, the Adizes Institute has also carved a niche in breathing new life into aging organizations. The multitude of challenges the Adizes Institute adeptly addresses for its clientele encompasses:

- Propelling profitability, growth, and market dominance.
- Establishing and reinforcing robust management structures.
- Infusing vitality into lagging organizations and their management contingents.
- Managing the intricate process of succession and ensuring smooth transitions for new leadership and ownership.
- Facilitating the evolution to professionalized management, all while avoiding the pitfalls of the Founder's Trap.
- Navigating the intricate terrains of conflicts among various stakeholders, including founders, owners, board members, and partners.
- Seamlessly melding divergent corporate cultures.

Recognized for its unparalleled expertise, the Adizes Institute has been acclaimed as one of the premier leadership development consulting entities in the United States by the Leadership Excellence Journal.

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Legal and Compliance
The Adizes Institute is fully compliant with industry regulations and standards. Our associates are trained and certified in the Adizes Symbergetic Methodology, ensuring that they provide the highest quality services.