

Organizational Life Cycle

Life Cycle Stage	Description of the Stage	Evidence of Culture	Change Leadership
Birth	An organization establishes itself around an strategic idea or goal that begins to take root in the organization. The organization may show signs of innovation but the results may be unfocused and not fully aligned to a few strategic goals.	The culture is attracting like-minded people who are excited about the vision but are not all clear on the strategic vision and goals. They are very optimistic.	A leader who selects a strong and agile leadership team that is adept at articulating vision and implementing innovative strategies to gain momentum towards growth.
Growth	An organization has strategic goals that are well supported and backed by multiple stakeholders and is beginning to yield positive results in the organization and has established positive trends in multiple areas in the organization. The organization has robust innovation taking place that are closely aligned to the strategic goals of the organization.	The culture is attracting like-minded people who bring the diverse perspectives needed to perform different roles to accomplish different tasks as they work together as a unit to accomplish a common purpose. There is a lot of trust and strong relationships in place and the people are focused on results and building strong relationships among themselves and with their stakeholders..	A leader who selects a strong and experienced leadership team that is adept at leading the vision in all levels of the organization establishing systems and processes that maintain or accelerate growth towards the accomplishment of the strategic goals to operationalize the vision.
Stagnation	An organization has strategic goals that were agreed upon at one point, but are beginning to lose focus and support and the data are either becoming stagnant or have slight declined. Bureaucracy is beginning to over take innovation and the organization continues to do the same work even when the external factors indicate that change is necessary. The teams are unable to adapt to realign their work to get to results.	The culture is beginning to lose some of its strong employees to other organizations that have greater clarity and purpose. There is some silos beginning to form and it is evident that there are many competing priorities among different teams pulling them in different directions. The people are not paying attention to results and focus on managing perception and politics. Communication and collaboration begins to become an issue across the organization.	A leader who selects a strong and strategic leadership team that is adept at leading change, effectively restructuring systems, realigning the vision and strategic goals and developing new systems and processes using integrative thinking and other innovative techniques and processes
Decline	An organization is misaligned in its efforts and becomes reactive to multiple strategic goals that may seem random based on past performance, past strategic goals, politics or the vision of previous leadership. The leadership team has a difficult time thinking together, trusting each other and this leads to declining results and deteriorating relationships.	The culture has become toxic and the organization continues to bleed strong employees and are replacing them with mediocre employees. Strategic goals are unclear and the culture is ridden with politics and there is a practice of blaming and scapegoating others when things don't go well. Some try to hide and protect information from their employees, upper level leadership and stakeholders. Spinning information is more important than results and equity..	A leader who is strong enough to establish a new leadership team that is adept at creating a sense of urgency, crafting a new vision, analyzing data to identify strengths and weaknesses in the system, building relationships to shift the culture and holding each other accountable to get to results
Death	The organization is in disarray and there is a lack of trust, relationships are deteriorating and results are deteriorating. Strategic goals are unclear. Strong leaders in the system begin to leave for other organizations. The results are at low levels in results, processes, products and communication and collaboration are often challenging for employees at all levels.	The culture is toxic and very unpredictable. Opportunist leaders that focus on their own interests are riddled throughout the organization at the top level and strong leaders in lower level positions are attacked and replaced. Strategic goals are unclear and leaders are fudging data. The system has a difficult time establishing processes and accountability across the organization.	A leader who is strong enough to establish a new leadership team that is adept with creating a sense of urgency, engaging in data-informed decision making and reshaping a culture into one that attracts the right people to move the organization forward

