

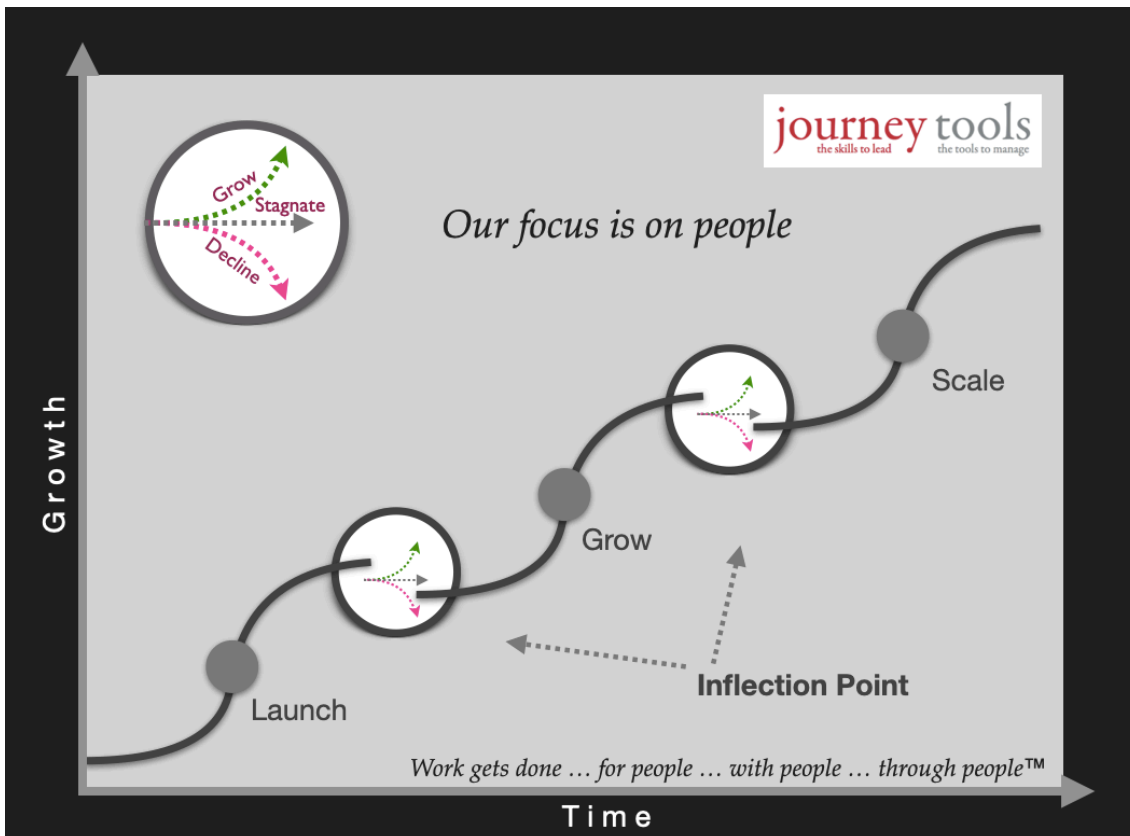
journey tools
the skills to lead the tools to manage



NAVIGATING THE S-CURVE

Correlating the business life cycle with the leadership life cycle

The journey is never simple



The Business Life Cycle

The traditional life cycle of a business is: Launch, Growth, Maturity, Decline.

The reality is that it never completely follows this cycle, because it goes through S-Curves. The business life cycle is a series of S-Curves.

What Is the S-Curve?

It is an S-shaped curve that tracks how a business grows over its life cycle, triggered by inflection points.

What is an Inflection point?

It is a time of change, or a turning point, or a crisis.

The success of any business depends on the ability to recognize inflection points and take the right steps to keep the business on track. An inflection point is not necessarily an indicator of a crisis. It is often a natural result of healthy growth.



What Contributes to an Inflection Point?

There are **internal** and **external** inflection points.

Some common external inflection points: The economy, financial issues, infrastructure, the political climate, public trends.

Some common internal inflection points: Ownership, talent, capacity ceiling, disconnection from customers, innovation.

The biggest risk – the least focus



In our experience the biggest risk at any inflection point is the people factor, and in particular, **leadership**. However, because of its complexity, it is the area that receives the least attention. There are very few that have the skills and tools to correlate the leadership life cycle with the business life cycle.

This is our area of expertise. We will ensure that you have –

*the right person, in the right job, at the right time,
doing the right things, and doing the right things right,
for the right reason.*

