

BUSINESS MOVES

Lifecycle Table

Lifecycle Stage	Drivers
COURTSHIP	Entrepreneurial (Long Term Effectiveness)
INFANT	Performance (Short Term Effectiveness)
GO-GO	Entrepreneurial and Performance
Transition requires investment in Administration (Short Term Efficiency)	
Investments in financial, production, cost control, sales management and promotional management processes required to reach Adolescence.	
ADOLESCENCE	Entrepreneurial and Administrative
PRIME	Entrepreneurial, Performance, and Administrative
Transition requires investments in Integration (Long Term Effectiveness)	
STABLE	Performance, Administrative and Integrative
ARISTOCRACY	Entrepreneurial muscles weaken
EARLY BUREAUCY	Entrepreneurial drive missing
BUREAUCY	Administrative dominated
DEATH	

Source: Ichak Adizes Corporate Lifecycles