

BUSINESS LIFE CYCLE

	INCUBATION			INFANCY		IDENTITY		IMPACT		INSIGNIFICANCE	
	R&D	Design	Development	Introduction	Survival	Success	Take-Off	Consolidation	Leadership	Stagnation	Decline
Dominant Management Style - Type	Creativity			Direction			Decentralisation	Coordination	Collaboration		
Characteristics	Individualistic & entrepreneurial			Directive	Directive	Directive	Delegative	Watchdog	Participative		
Emerging management problem/crisis	Commercial Viability		Leadership			Autonomy	Control	Bureaucracy	Complacency		
Management Focus	Conceptual	Screening	Project management	Make & sell, cash flow	Operational efficiency	Operational efficiency	Market expansion	Organisational consolidation	Problem-solving & innovation	Maintaining status-quo	