



Are you looking for organisational change?

reSHIFT

## Adapt and overcome

Change is inevitable but growth is optional. Organisations go through different phases throughout their existence. Each phase has well-defined characteristics and are consequences of the challenges that the organisations face through their lifetime. More specifically, the phases are easily identified when one analyses the cognitive capacities of executives, the structure of the organisation and the contexts in which they operate.

Several characteristics of organisations, such as decision making, success criteria and risk appetite change according to the phase of the organisation. This way, the analogy between the maturity of each organisation and its various phases throughout its life arises. Consequently, organisational studies began to use concepts of biology, which led to the Organisational Life Cycles (OLC) model. However, unlike living beings, companies may not follow the rigid evolutionary logic of the biological cycle. In the OLC framework, firms move forward and backward in the life cycle.

### *What is the importance of the Organisational Life Cycle (OLC)?*

Once you know its phases and sequence, it is possible to understand in which phase an organisation is in its life cycle and to know if this organism has normal or abnormal behaviours according to each phase of the OLC. Thus, the Life Cycle model has practical application in identifying problems and prescribing measures to bring the organisation to transition between phases to reach and sustain the Prime phase.



*Change is hard at first, messy in the middle and undeniably exhilarating at the end.*

### *Programme Introduction*

It is a fundamental truth that every organisation, like a living organism, has a natural lifecycle, and that it goes through predictable patterns of behaviour as it grows and develops. At each new phase of development the organisation faces a unique set of challenges. How well or poorly management addresses these challenges and leads a healthy transition from one phase to the next, has a significant impact on the success or failure of that organisation.

DNA is made of chemical building blocks called nucleotides. In an organisation these building blocks are made of four elements: Production, Administration, Entrepreneurship and Integration. By altering the organisational DNA code, leadership is able to achieve and maintain an optimum phase in the organisations life cycle. Our expertise lie within the constant change and management of the organisations DNA to optimise growth and maintain a healthy and sustainable standing.

### *On Completion of the Programme*

The target phase of an organisation is Prime. Organisations in Prime: Are focused, energised and predictable; structures work well; infrastructure provide reliable support; governance is institutionalised; inter and intra organisational integration; enjoys consistent, above average growth in sales and profits.

### *What we do for our clients*

We work with clients in two ways; 1) we teach them the principles and practices of reSHIFT, and 2) we work side-by-side and guide them to transform the management of their organisations through reSHIFT. We guide CEOs and their leadership teams to navigate lifecycle challenges and reach PRIME – the only phase where an organisation is able to enjoy market leading growth and profitability. We are particularly adept helping companies make lifecycle transitions.