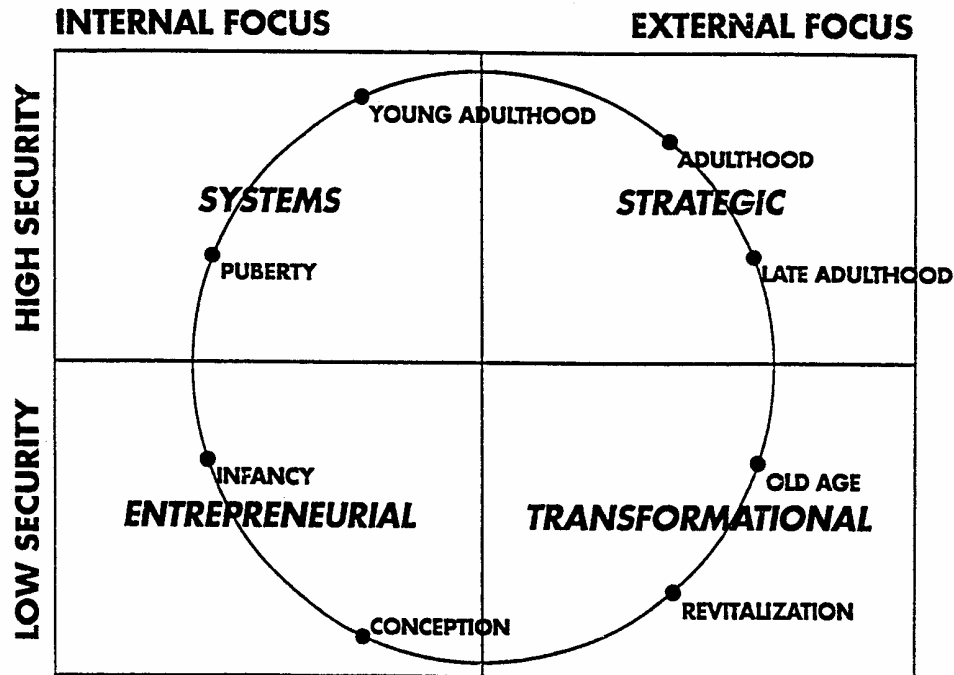


LIFE CYCLE OF AN ORGANIZATION



Adoption of works by Tecker and Blanchard by LaBranch.

EIGHT STAGES IN THE LIFE OF AN ORGANIZATION

- CONCEPTION** *A group of people come together to start an organization, OR agree to re-focus and revamp an existing organization that is losing momentum.*
- INFANCY** *The visioning leaders are in charge as the organization struggles to survive. Every job requires more work than these key leaders can do. Tasks are addressed personally and intuitively, depending directly on the good judgement of the leaders.*
- PUBERTY** *The organization grows steadily but suffers from awkwardness in its dealings with outsiders and with internal coordination. Entrepreneurial skills are gradually replaced by more professional management techniques and skills.*
- YOUNG ADULTHOOD** *Accepted management practices are implemented, including formalized personnel practices and financial systems. The beginning of bureaucracy and internal politics are evident.*
- ADULTHOOD** *The organization is mastering its environment and serving the needs of its members. Management is peaking and preparing to expand, entering new areas of service or adding new functions.*
- LATE ADULTHOOD** *The excitement of the original vision has diminished. Work is done out of tradition and habit. The organization resists innovation. A complacent atmosphere prevails; there is no sense of urgency or zeal.*
- OLD AGE** *The organization is losing its ability to cope with its environment and serve the real needs of its constituency. Managers and leaders bicker, and internal control is lacking. All of a sudden things seem to come apart, and few people seem to care.*
- REVITALIZATION** *A few key persons recognize that the values of the organization and its purpose can still serve contemporary needs. They evaluate the potential of continuing the present organization or developing a new one. They solicit support for a new venture and determine the best strategy for moving forward.*

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