



Unit – V

Organisational Evolution And Sustenance

Organizational Life Cycle

- An organizational life cycle is the sequence of stages that an organization goes through from its inception to its end. It's a natural process that organizations follow as they develop, evolve, and adapt to internal and external factors.



Life Cycle Stages **Drivers for Organization Sustainable Development**

Stage 1 Birth	Creativity Product and service innovations Leaders self-awareness Entrepreneurial intuition Strategic vision Intense commitment Willingness to understand risk Flexibility
Stage 2 Growth	Involvement of lower level management in decision making Effective delegation Team approach Capability to deal with almost constant state of change Ability to manage high growth
Stage 3 Maturity	Exploring the feasibility of growth Retaining high performance employees Overcoming bureaucratic obstacles Responsiveness to environmental changes
Stage 4 Revival	Divisions autonomy Integration Effective internal communication Innovative high performance