

NAME	EXPLANATION
Courtship	The organization is not yet established, and it only exists as an idea in the founder's head.
Infancy	The founder has now taken the plunge and established the organization, with the risks this entails.
Go-go	The organization grows, and the customers flock to it. This looks promising.
Adolescence	The organization is reborn and moves out of the founder's shadow.
Prime	This is the optimum state of the organization, where everything is under control and adaptability still exists.
Stable	The organization works optimally but is on the verge of losing its vitality.
Aristocracy	It now becomes clear that the organization does not evolve. It is operational, but does not take any new action and is not prepared for any risks.
Early Bureaucracy	The organization is about to get stuck and is looking for someone to blame for this, instead of doing something about it.
Bureaucracy	The organization's third "birth", where it should be dead, but is kept alive by "artificial respiration".
Death	The organization dies – it ceases to exist. It closes completely or is absorbed by another organization.

FIGURE 1.13
Adizes' life cycle phases.