



Continuous Life Cycle™

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Renewal of a leader, an enterprise, or an industry begins with the recognition of a simple, inevitable curve, the Continuous Life Cycle. The curve begins with a slow rise. At some point, it takes off in a fast climb. In time, the climb begins to level and the curve plateaus. Eventually, the curve begins to fall.

In an accelerated world, the curve tightens, making the optimum renewal zone both more important to spot and easier to miss. Well-timed renewal yields the biggest result with the least struggle, because energy is strong. Current momentum is harnessed to create a new preferred future. If the

leader, enterprise, or industry waits too long, intervention becomes more difficult. Late renewal strategies create more stress, at a time when less energy is available.

The ability to recreate - to recognize the Continuous Life Cycle and renew in the optimum window - is a fundamental requirement for creative and sustainable enterprise.



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