

The ORGANIZATIONAL LIFE CURVE



Adapted from Robert Humphrey, © LEAD Programs, and Jim Engle, Clouded Future

Foundational Principle

The most effective changes will be made when relationship is still strong (between C and D), not waiting until relationships go sour (between D and E or beyond). A strong business team will be an ongoing succession of second curves, started before the first one crests and fades.

The Organizational Life Curve (originally called the *Sigmoid Curve*) is a way of diagramming the life of a relationship. The left side of the relationship “wave” (going up) is generally full of vision and involvement. The top of the curve is generally the time when a relationship starts to lose vision and involvement and begins to drift along and become satisfied with the routine of activity. The right side of the wave (going down) is generally a time when the program and management of details are most important.