# The 7 Lifecycle Stages Every Business Experiences
## https://youtu.be/exIfj7Jt7bU

### 3 Key Roles – Visionary – Operator – Processor

**Visionary:** Passionate, driven, great communicator, charismatic, starters = got to be entirely impactful

**Operator:** ruthless finisher, get stuff done, go thru a brick wall to get it done, doer = needs a visionary for direction

### SYMBYOTIC – they need each other, operate in parallel

**Processor:** consistency, quality, systems, processes to a heightened level, controller, enterprise-wide

## 1. Early Struggle Stage [THE VISIONARY]

- looking for a sustainable, profitable market
- a market, not just 1 person as this is risky when they pull out
- only 1/5 get out of early struggle
- If you stay in this phase too long you will die!
- Stop being a start-up!
- We have to move away from an INCOME model to a PROFITABILITY model else we will die (see diagram)



## 2. Fun Stage [NEEDS THE OPERATOR – RUTHLESS FINISHER]

- we've found the market & are targeting them
- selling like crazy
- rapid growth is fun – mining the opportunity
- mostly they say "yes" to everything, "yes, we can do it"
- righteous exhaustion - feeling good & working hard
- like a swan on the water - looks elegant above water but is working hard below the surface
- they improvise & respond to customer's needs

## 3. White Water Stage

- starts to screw up now
- quality goes down
- can improvise as much as it's too complex
- now we need elevated systems & processes - need someone who's a good processor
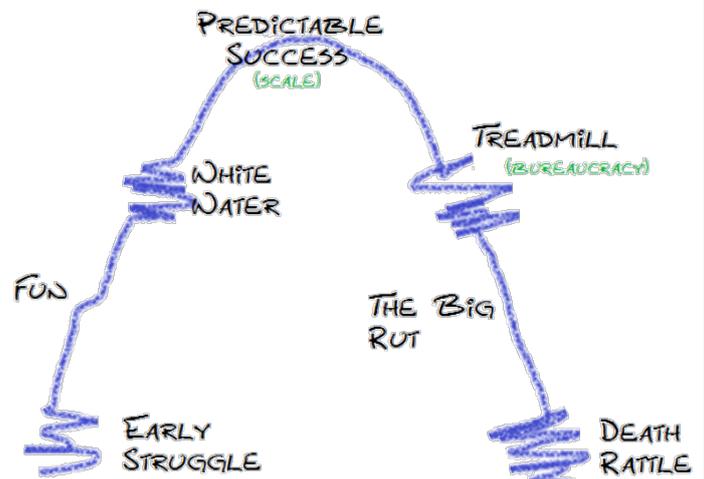
## 4. Predictable Success [THE PROCESSOR]

- **Processor** + **Visionary** + **Operator** synergy occurs
- putting in systems and processes enable you to scale
- The one thing this level can do that white water can't is scale!

## 5. Treadmill

- bureaucratic – due to the **Processor**
- It's all about the voice of the **Visionary**
  - ➢ if he is heard, goes back to "4"
  - ➢ if he is not, he leaves & thus goes to "6"



## 6. The Big Rut

- because we don't have a **Visionary** we fall
- long slow decline
- then the **Operator** goes as he doesn't have a **Visionary** for direction

## 7. Death Rattle