lution	Spirit/Soul Social Responsibility Ethics	The business as a vehicle for self-actualisation. Conscious direction of the business' impact on people and society	A beautiful business – effective, innovative, creative, future-building,	BEING
ncreasing evolution		Self-reflection phase. Continual improvement beyond processes.	Beginings of innovation and authenticity.	IMAGINING
Increat	Vision Operations	Business operating well, time to look to the future. Codified processes; working towards operational efficiency.	Exploration of possibilities. Codifying the lessons learnt – working towards	THINKING
	Production Establishment	Develop simple, standalone processes. Set up, get known, get new customers.	calmness, effectiveness and efficiency. Learning phase – being in the chaos, fire fighting, inventing the wheel.	DOING

As a business evolves over time, its strategic needs change. Sometimes, some businesses get stuck at a particular stage. At each stage of evolution, the business's attention is focused on different concerns. The overall outcomes and behaviours that defines the company varies at each stage of evolution.

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