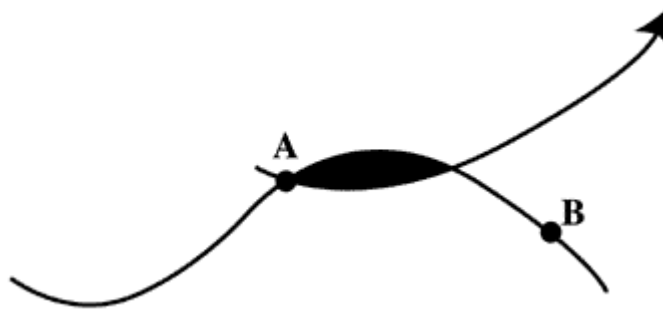




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JUMPING THE SIGMOID CURVE

One of the most useful tools in understanding the natural life cycle of a product, an organization, a church or even a relationship is the sigmoid or S curve. The secret to constant growth is to start a new S curve before the first one ends and the right place to start the second curve is at point A when there is the time, energy and resources to get the new curve through its initial stages before the first curve plateaus and declines.



Why do we not recognize the obvious principle of beginning the new curve at point A? At point A all the messages received by the individual or organization indicate that everything is fine...there is no need to change. Why tinker with success?

The second curve, whether it is a new product, a new strategy, or new program, is going to be different from the old. It has to be and so are the people leading the new curve. Those who lead the second curve are often not the people who led the first curve. For a time, new ideas and new people have to co-exist with the old until the second curve is established and the first begins to wane. The shaded area thus becomes a time of great confusion. Two, or more, groups of people and two sets of ideas are competing for the future.

In the 1990's, the first curve is now peaking for thousands of institutions and organizations...and yes, churches and denominations. Where is your church or organization on the S curve? And where are you personally on the S curve of your career or ministry?

