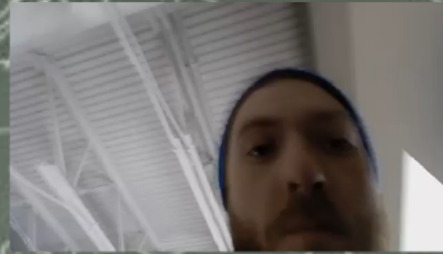


How do we manage organizational growth?

Managing Growth

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Organizational Growth

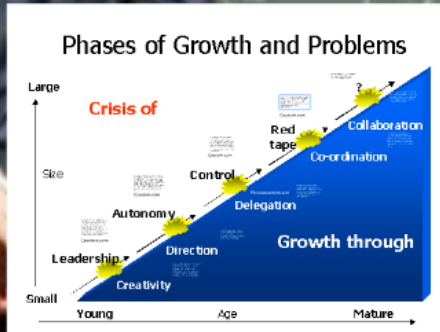
- Growth and Economies of Scale
- Growth and the Likelihood of Survival
- Growth and Effectiveness
- Growth and Power

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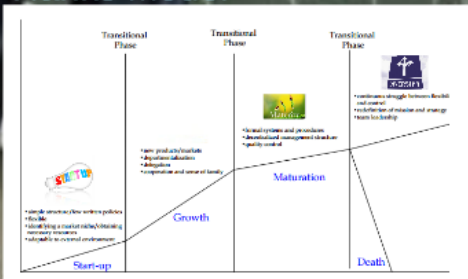
Raising Startup Capital

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Hanks Model

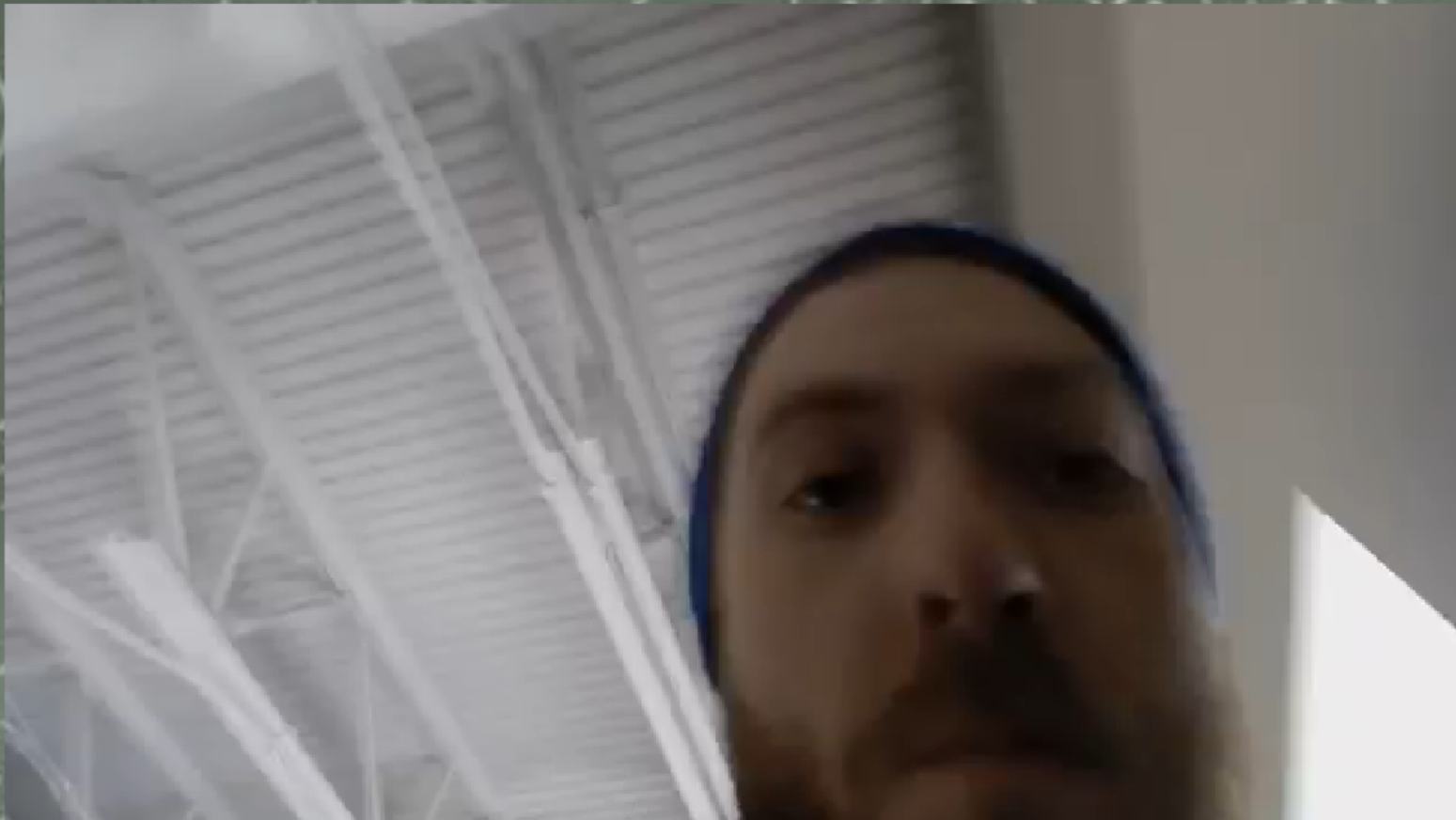


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How do we manage organizational growth?

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A man in a dark suit is seen from the back, looking at a chalkboard. The chalkboard is covered in various mathematical diagrams, including graphs, pie charts, and equations. The text is overlaid on the left side of the image.

Organizational Growth

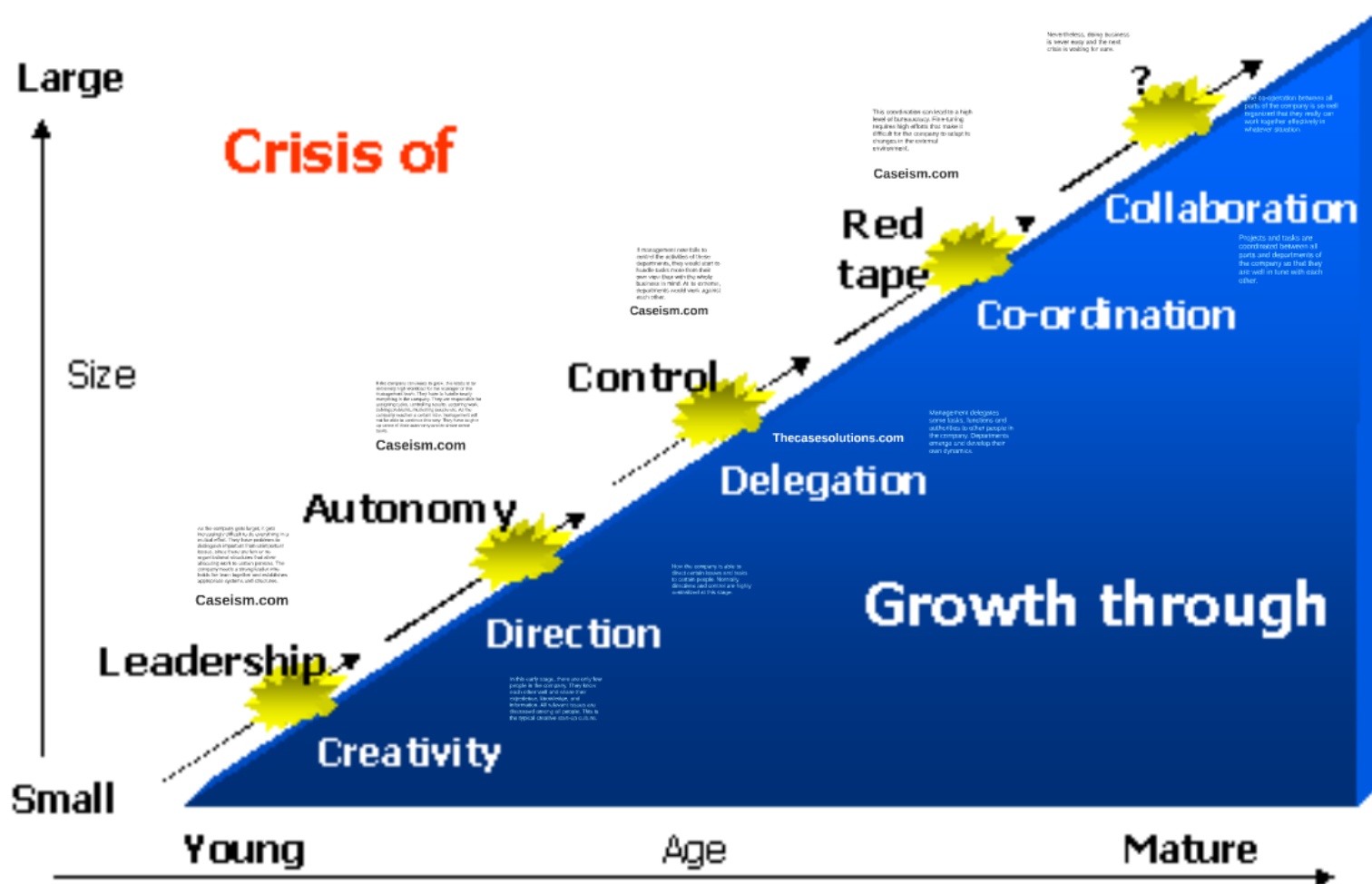
- Growth and Economies of Scale
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Greiner Model

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Phases of Growth and Problems



As the company gets larger, it gets increasingly difficult to do everything in a mutual effort. They have problems to distinguish important from unimportant issues, since there are few or no organizational structures that allow allocating work to certain persons. The company needs a strong leader who holds the team together and establishes appropriate systems and structures.

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If the company continues to grow, this leads to an extremely high workload for the manager or the management team. They have to handle nearly everything in the company. They are responsible for assigning tasks, controlling results, acquiring work, solving problems, motivating people etc. As the company reaches a certain size, management will not be able to continue this way. They have to give up some of their autonomy and to share some tasks.

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If management now fails to control the activities of these departments, they would start to handle tasks more from their own view than with the whole business in mind. At its extreme, departments would work against each other.

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This coordination can lead to a high level of bureaucracy. Fine-tuning requires high efforts that make it difficult for the company to adapt to changes in the external environment.

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