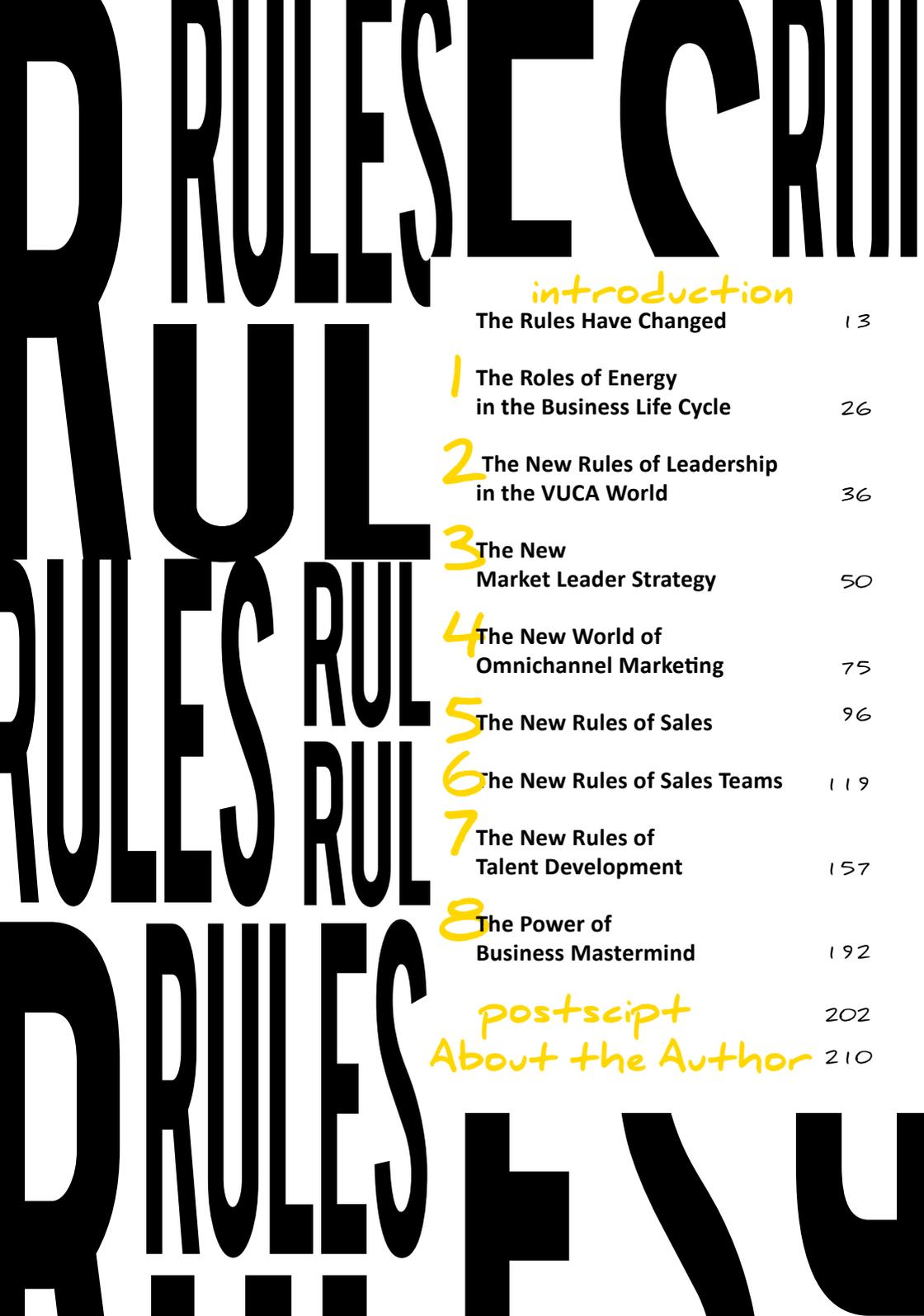


business insights and ideas
from leading industry players

rules have changed

Kanyin®

JONATHAN QUEK



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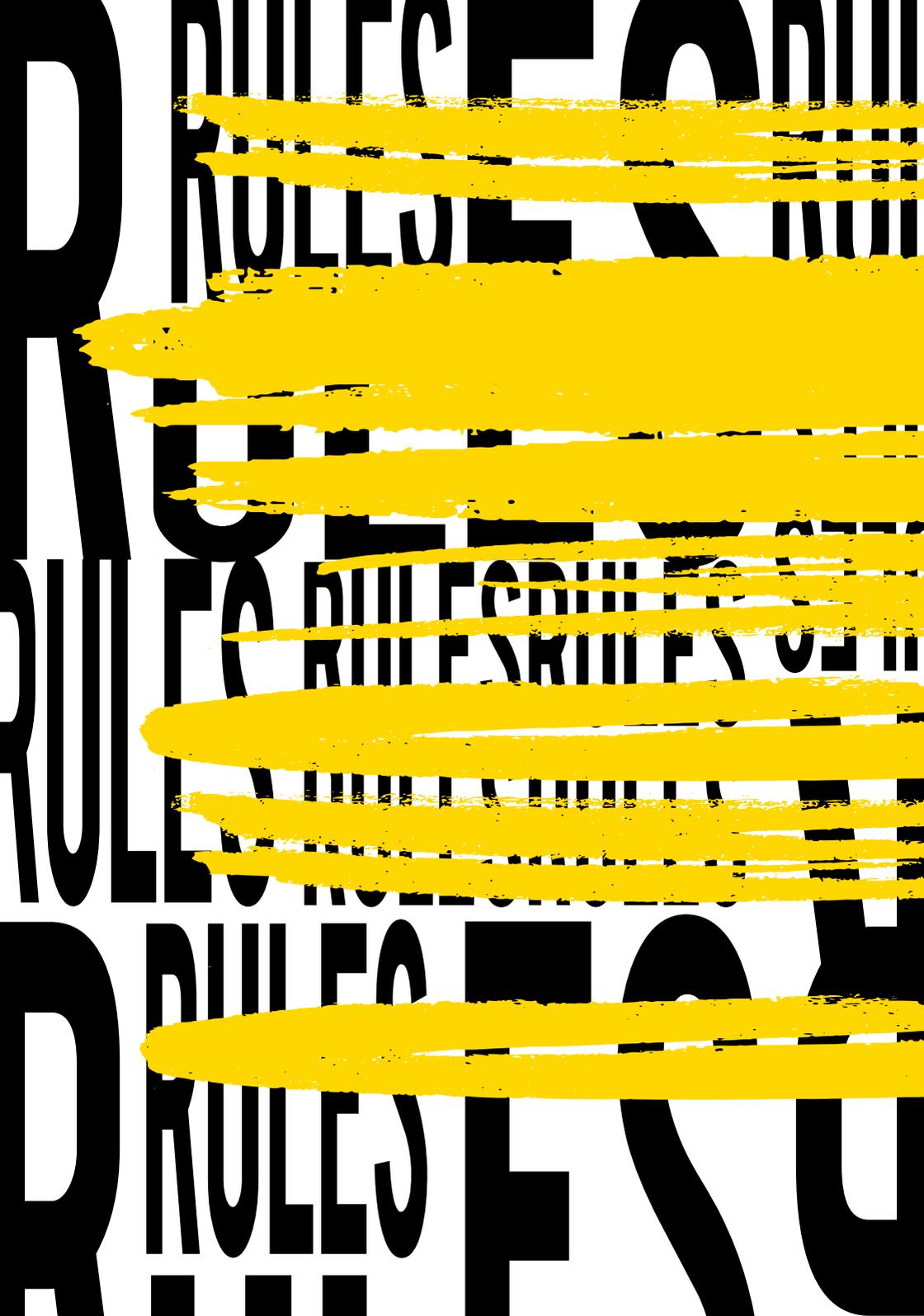
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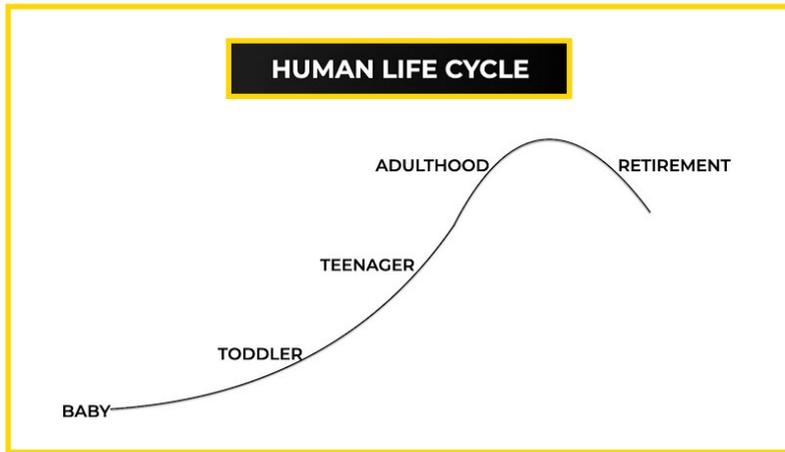
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The Roles of Energy in the Business Life Cycle

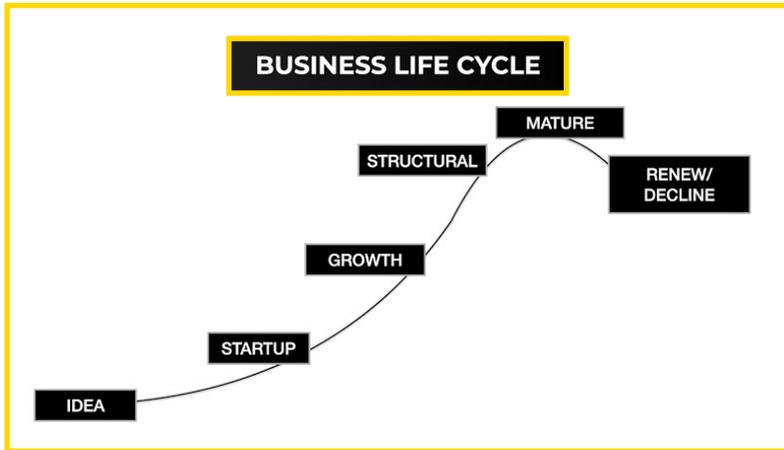
There are many similarities between the human and business life cycles.



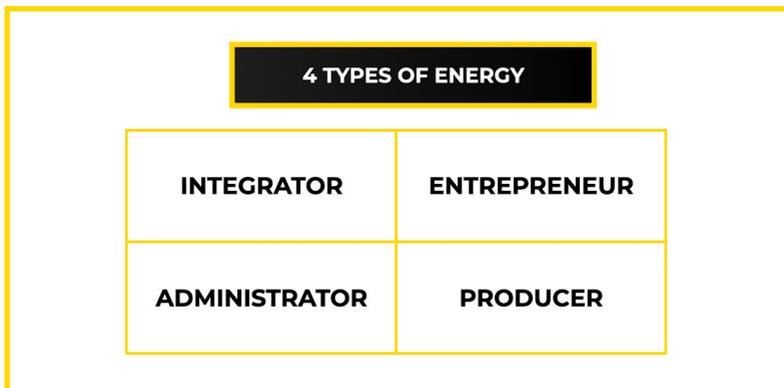
Just like human beings, a business also goes through a life cycle.

It starts with the birth of an idea, where an entrepreneur has a brilliant idea and creates a new venture. As the business grows, it enters the toddler phase, still figuring out its place in the market and trying to establish itself. Then, it reaches the teenage years, where it starts to gain some traction and find its footing in the industry. Eventually, it reaches adulthood, where it's established, profitable, and hopefully enjoying some stability. However, just like how all good things must end,

the business life cycle also includes the decline and eventual death phase. But just like how we learn and grow from our experiences, a business can learn and adapt to continue thriving.



Now that we have discussed the business life cycle, let's talk about the four types of energy: Producer, Entrepreneur, Administrator, and Integrator.



THE ROLES OF ENERGY IN THE BUSINESS LIFE CYCLE

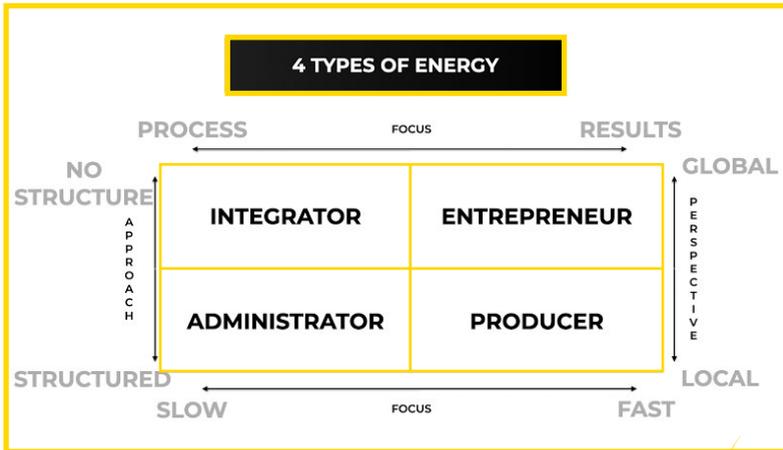
First up, we have the Entrepreneur Energy. These are the folks who have a wild idea, and they're like, "Hey, I'm going to start a business and make it big!" They're the ones who initiate and lead the development of the business and are the driving force behind the start-up phase. They're like the parents of a newborn baby business; they have the vision and drive to take risks and bring an idea to life.

Next up, we have the Producer Energy. These are the folks who are like, "Alright, let's get to work and make some stuff!" They're the ones who work on the business's day-to-day operations and ensure that the company delivers its promise to its customers. They're like the older siblings of the business, the ones taking care of the baby, ensuring it is fed and cleaned.

As the business grows, we have the Administrator Energy. Administrators are the ones who organize and make sure everything is running smoothly. They're responsible for managing the business's operations and processes, ensuring it complies with laws and regulations. They're like the cool aunt or uncle of the business, making sure it's well-behaved and not getting into trouble.

Finally, we have the Integrator Energy when the business reaches the decline phase. These are the folks who are like, "OK, let's bring everything together and make sure this business is sustainable." They're like the wise old grandparents of the business, the ones who help it adapt and evolve to stay relevant and competitive. They're responsible for bringing together all the different aspects of the business to create a cohesive and sustainable strategy.

Entrepreneur Energy is vital for starting a business, Producer Energy for growing it, Administrator Energy for managing it, and Integrator Energy for sustaining it - these four types of energy each play a crucial role in different stages of the business life cycle. By understanding the role of each type of energy, businesses can better align their strategies and activities with where they are in the business life cycle.



At every stage of the business life cycle, different types of energy are required to ensure the business's success.

The idea phase is the initial stage of the business life cycle, where the business concept is being developed and refined. It is the stage where the entrepreneur comes up with an idea, assesses its feasibility, and conducts market research to determine the potential for success.

During the idea phase, Entrepreneur Energy is the most crucial type of energy required. Entrepreneurs are the driving

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force behind a new business. They have the vision and drive to take risks and bring an idea to life. They are responsible for initiating and leading the development of the company, which is crucial for getting it off the ground. Entrepreneur Energy is essential in this stage, as it involves a lot of creativity and risk-taking. Entrepreneurs need to think outside the box and be willing to take on the challenges of starting a new business.

In this stage, less Producer Energy is required as the business is not established yet, so the focus should be on developing the idea and researching the market. Similarly, Administrator and Integrator Energy are less important at this stage. The focus should be on developing the concept and researching the market.

The start-up phase is the next stage after the idea phase, where the business takes shape and takes its first steps toward becoming a reality. During this stage, the focus is on getting the business off the ground, establishing the necessary infrastructure, and building a customer base.

During the start-up phase, Entrepreneur Energy is the most important type of energy required. Entrepreneurs need to think outside the box and be willing to take on the challenges of starting a new business. They are responsible for initiating and leading the development of the business, which is crucial for getting it off the ground. Entrepreneur Energy is essential in this stage, as it involves a lot of creativity and risk-taking.

In this stage, the most significant energies are the Producer, Administrator, and Integrator. The Producer focuses on creating products and services that the business offers. The Administrator manages operations and processes, and the

Integrator brings together all the different aspects of the business to create a cohesive and sustainable strategy.

The growth phase is the stage of the business life cycle where the business begins to expand and increase its revenue. During this stage, the focus is on scaling the business, increasing the customer base, and expanding the product and service offerings.

During the growth phase, the Producer Energy is the most important type of energy required. Producers are responsible for creating the products and services that the business offers. They are the ones who work on the business's day-to-day operations and ensure that the business can deliver on its promise to customers. Their energy is crucial for scaling the business and increasing revenue, as they are responsible for producing and delivering the goods and services that customers buy.

During the growth phase, the Administrator and Integrator are also important for managing operations and creating a cohesive strategy between all the different parts of the business. Entrepreneur Energy takes a backseat as the focus shifts to these other energies.

The structural phase is the stage of the business life cycle where the business is established, profitable, and stable. During this stage, the focus is on maintaining and optimizing the business's operations and processes, as well as implementing systems and procedures to ensure the long-term stability of the business.

During the structural phase, the most important type of energy is the Administrator Energy. Administrators are responsible for

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managing the operations and processes of the business. They are the ones who ensure that the business is running smoothly and efficiently. They are also responsible for ensuring that the business complies with laws and regulations. Their energy is crucial for maintaining the stability and profitability of the business.

As the business is now established, more Integrator energy is required as the focus should be on bringing together all the different aspects of the business to create a cohesive and sustainable strategy. Less Entrepreneur and Producer Energy is required here.

The mature phase, also known as the maturity phase, is the stage of the business life cycle where the business is established, profitable, and stable. During this stage, the focus is on maintaining the business's current level of success, optimizing operations, and seeking opportunities for growth.

During the mature phase, the most important type of energy is the Administrator Energy. Administrators are responsible for managing the operations and processes of the business. They are the ones who ensure that the business is running smoothly and efficiently and is compliant with laws and regulations. Their energy is crucial at this stage for maintaining the stability and profitability of the business.

Besides the Administrator Energy, Integrators also play a role here in keeping all aspects of the business aligned with the long-term strategy of the business. Entrepreneur and Producer energies are less important at this stage.

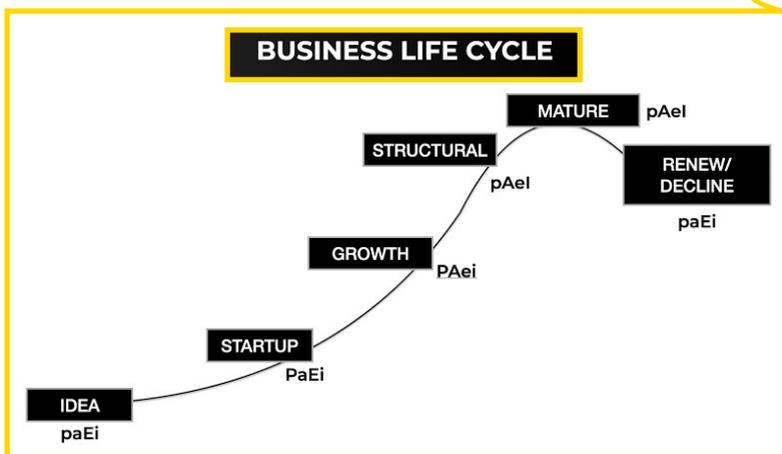
The "renew" or decline phase is the stage of the business life cycle where the business faces challenges and may struggle to

stay relevant and competitive in the market. During this stage, the focus is on identifying and addressing the issues causing the decline and finding ways to adapt and evolve the business to stay relevant and sustainable.

During the decline phase, the most important type of energy required is the Integrator Energy. Their role is to help the business adapt and evolve to stay relevant and competitive. Their energy is crucial for ensuring the business's survival and keeping it relevant in the market.

In the decline phase, less Entrepreneur, Producer, and Administrator energy is required as the focus shifts to the Integrator to enforce a sustainable strategy for the business.

In summary, all types of energy are required to some degree to ensure the business's success. However, certain types of energy are more important than others at various stages of the business life cycle. It's imperative to understand the role of each type of energy and how it can help the business to thrive at each stage.



THE ROLES OF ENERGY IN THE BUSINESS LIFE CYCLE

Have you ever stopped to think about the stage of the business life cycle your business is in and how energy plays a role in it?

Well, it's time to start asking yourself some important questions to ensure your business's success!

1.

What stage of the business life cycle is my business currently in?

Are we just starting out, growing like crazy, or have we reached a stable point?

2.

Which type of energy is most important for my business at this stage?

Is it the wild and crazy Entrepreneur Energy, the hardworking Producer Energy, the organized Administrator Energy, or the wise and experienced Integrator Energy?

3.

How can I align my strategies and activities with the stage of the business life cycle I am in? This will help your business to thrive and grow.

4.

How can I maximize the use of the four types of energy in my business? By understanding and utilizing each type of energy, your business will be able to achieve its goals.

5.

How can I ensure that my business is sustainable and adaptable in the long term? This is crucial for the longevity of your business.

Asking and answering these questions will help you to better understand the role of energy in the business life cycle and how it can be used to ensure the long-term success and sustainability of the business.