



Idealisation

# THE J-CURVE PHENOMENON

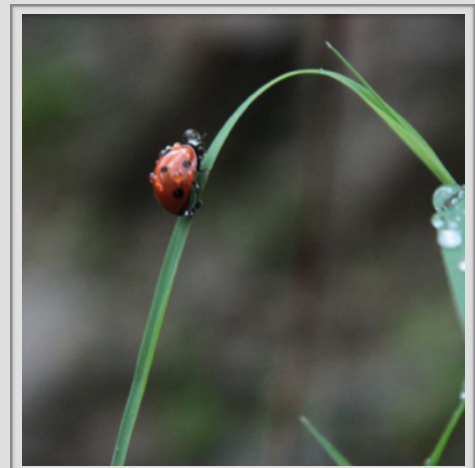
## Every business' dilemma

### Where all businesses go

Ever wondered why you are continually having to over-manage your business to stay on track? This is probably nothing to do with your customers, your market, your people or your business, it is probably just natural evolution.

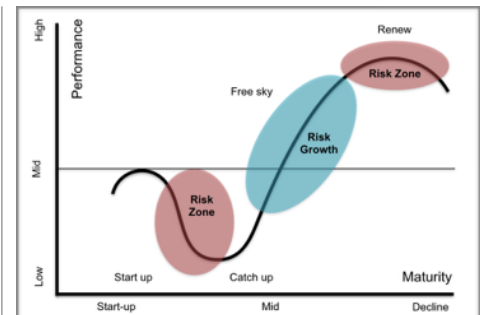
The J-curve effect is related to many phenomena, from economics to social sciences and in this paper we first look to explain the business cycle and then look at ideas to improve how you can best manage its natural evolution.

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### What is the J-curve?

Every business goes through a cycle. The curve is the evolution of enterprise and resources, from initiation to recovery. Utilising curve management you can identify when you should be considering a new service or product development, accessing new markets, creating or changing your teams or resources, moving or creating new ventures, investing in innovations or acquiring or merging businesses. These are all transitions in business which require careful management to maximise opportunity and reduce risk.



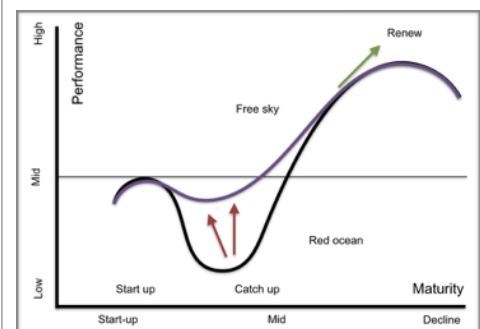
The J-Curve: J-curve theory was suggested initially by Ian Bremmer, in his book *The J Curve: A New Way to*

### You are not alone

The knowledge that you are not alone can be somewhat of a relief, the transitions are phases, all are important as they serve a purpose in business evolution, by first understanding the design of your strategy depending on the stage your business is in:

- Start up – Working to trigger success
- Catch Up – Working to ensure success
- Free Sky – Working to grow success
- Renew – Working to expand success

Management approach should differ for each phase.



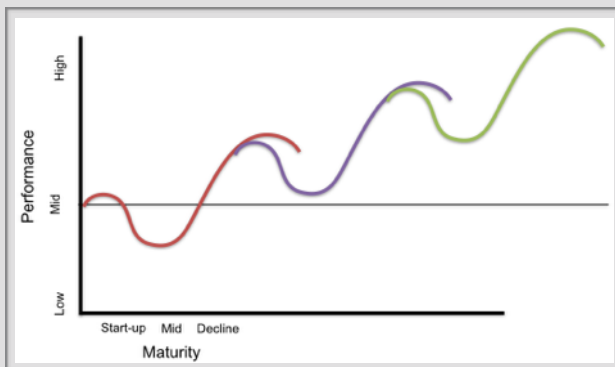
Influencing the J-Curve: you can look to understanding and developing a plan to help take the business to the next stage of the J-curve.

## Managing through the J curve

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J curve management is a different method of considering your business. It starts by identifying with a particular stage, followed by understanding and developing a plan that helps take your business to its next stage.

Managing the evolution curve is most important for success. As your business grows more complex it is expected that no one person is able to fully consider all the issues, as time is eroded by the live issues. We help you to take control, so that you can balance your delivery today with the planning of your future.



### How our services can help you:

Whether your challenges be strategy, customer, people or leadership based we can bring new ideas to help your business develop.

We strive to offer a great service through great solutions, being creative by inspiring development in others.

Expanding and helping your people look to the horizon for opportunities to do things better.

## Case study in evolution

### MyOrb: encouraging innovation through open collaboration

With limited time, resource and investment our customer needed to ensure that their strategy and objectives were programmed for focus towards creating the best position for market attention.

Coaching in direction and decisiveness helped to guide their strategy, ensuring both customers and staff were inspired. **This advice offered at an invaluable time made the difference in ensuring the enterprise could take its next steps.**

*'The timely insight into my business helped me to look up from my immediate work, to review the next steps of my strategy, in development of focus towards customer question and revenue generation'.*



Tirath Bansal Chief Executive Officer



Images thanks to at Wix and Flaticon



Examination Strategy Solution Strategy Implementation Strategy Environment Strategy Customer Strategy Team Strategy Objective Strategy Leadership Strategy Induction Strategy

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