IP BEST PRACTICES

The S-Curve of Growth

A best practice shared by Aga Sieradzka.

Generated on 22 November 2026

The S-Curve of Growth

Helps teams and organizations understand where they stand in their growth journey and how to align culture, behaviour, and belonging with each phase.

Key steps

There are three distinct phases of growth: Early stage — be patient, shape the tone through conscious behaviours. Rapid growth — create systems to sustain pace without losing culture. Plateau — celebrate what's been built and re-anchor your purpose.

By identifying where your team or organization sits on this S-shaped curve, you can lead with greater intention, anticipating challenges, avoiding burnout, and reinforcing the values that make people want to stay, contribute, and thrive.

Growth without culture is fragile. Culture without belonging doesn't stick. Belonging is what makes growth human.

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