

## **ABSTRACT**

*A company must want stability in its company. In this case, the company needs to maintain the stability of management effectiveness and management. However, this is not easy because there are many inhibiting factors that can interfere, one of which is the presence of competitors which results in a decrease in effectiveness. This decrease in effectiveness is an indication that the company has reached a certain stage in the Corporate Life Cycle. This research aims to determine the company's phase in the Corporate Life Cycle. This research also focuses on how decision making in the PAEI (Purpose, Administration, Entrepreneur, Integrate) model is applied in the identified Corporate Life Cycle phases. In addition, this research will evaluate the quality of implementation in the CAPI (Coalesced Authority, Power, Influence) model in the identified phases of the Corporate Life Cycle using Ichak Adizes' Corporate Life Cycle theory. The research method used is qualitative, with data collection techniques through triangulation, which is a combination of observation, company documents, interviews, and guided interviews. The main data collection tool is in-depth interviews conducted with seven resource persons.*

*The results of this study are that Pos Indonesia is in the Adolesce - Divorce - Unfulfiled phase in the Corporate Life Cycle, decision making needs to improve on problems in the human capital system and strengthen the development of entrepreneurial innovation, the quality of implementation applied is to dominate the authority of levelling management.*

*Hopefully, future research can analyze conflicts that may occur due to transitions between phases of the Corporate Life Cycle, as well as PAEI and CAPI identified in these phases. Thus, future strategies can be developed to minimize conflicts and support a smooth transition to the next phase in the corporate life cycle.*

*Keywords: Adizes, Corporate Life Cycle, PAEI and CAPI*