

## ABSTRACT

*The research shows that Plexus Techdev Studio, which is one of the game development companies in Bandung, is in the Go-Go phase of the organizational life cycle according to Adizes. This phase is characterized by a high spirit of growth, courage to take on new projects, and confidence in facing challenges. At Plexus, this is reflected in the number of projects being run simultaneously, with a strong drive towards innovation and idea exploration. However, on the other hand, the organization lacks a stable and structured managerial system. Strategic decision-making is still highly centered on the director, while delegation of authority to middle management has not been effective. This has the potential to create bottlenecks in operational processes and slow down responses to project dynamics. If not managed appropriately, this phase can put the organization at risk of losing strategic direction and having difficulty moving up to the Adolescence phase. From the analysis of PAEI's managerial functions, it was found that Producer (P) and Entrepreneur (E) factors dominate the activities at Plexus. The focus on end results and the drive for continuous improvement are strong. In contrast, the Administrator (A) and Integrator (I) functions are not yet balanced. Formal structures such as SOPs, job descriptions, and evaluation systems are available, but their implementation has not been maximized because it still depends on leadership initiatives. Meanwhile, in the context of CAPI (Coalesced Authority, Power, and Influence), power and influence are still centered on one key figure, namely the managing director. There has not been an even distribution of authority and influence to other management levels. This is a major challenge for the organization to develop to the next stage. Based on these findings, it can be concluded that in order to grow sustainably, Plexus needs to balance managerial functions, strengthen the organizational structure, and develop a more formal and thorough system of delegation of authority and internal communication.*

**Keyword:** *Organizational Life Cycle, Adizes, PAEI, CAPI, Go-Go, organizational development*