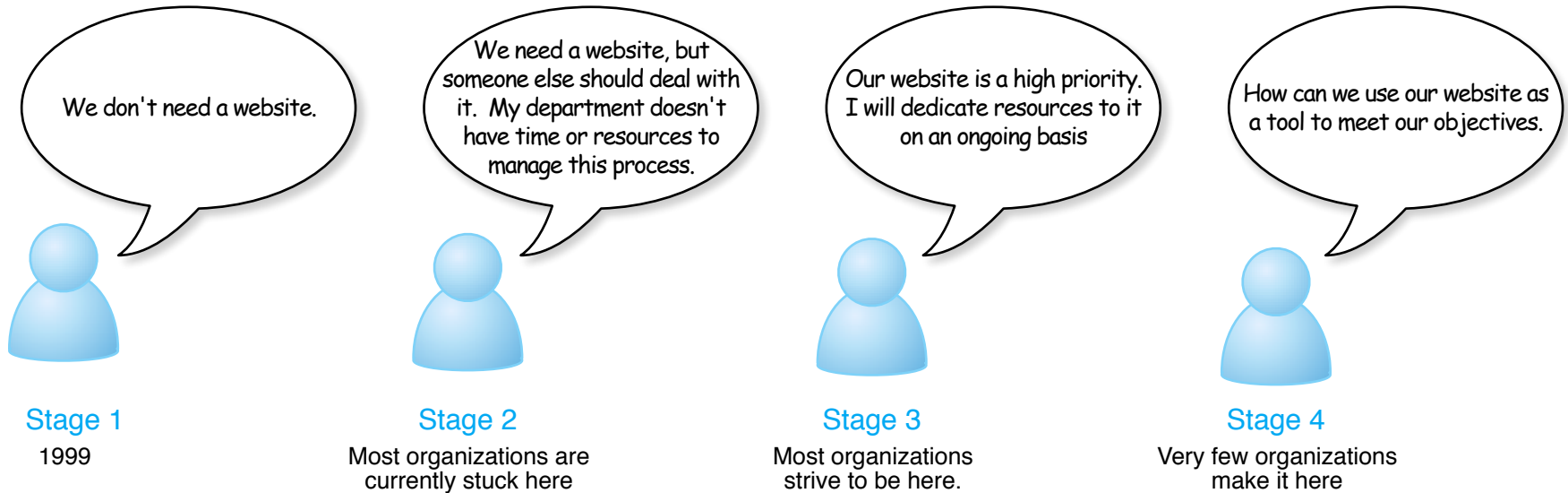


Where is your organization?



Evolution vs. Revolution

The Job of the Web Team

In most cases the job of a web team is to **evolve** the organization's web presence to the next stage. In some cases the role of the web team is to be more **revolutionary** - to push an organization through more than one stage at a time. Remember:

- * The web team must agree on which phase you are striving for.
- * Senior management must be committed to a revolution.

ev·o·lu·tion [ev-uh-loo-shuhn] **-noun**
A gradual change over time where each phase of development is a natural outgrowth of the phase before.

rev·o·lu·tion [rev-uh-loo-shuhn] **-noun**
A sudden fundamental change. Often painful.