



PRACTICAL TURNAROUNDS

An essential roadmap for navigating challenging times.

Three clear clusters of activities to stabilise revenue, manage financial pressures, and rebuild for long-term success.

.....

PROTECT



CUSTOMER

- Adjust the value proposition i.e. flexible terms
- Proactive communications to reduce uncertainty
- Enhance Customer support

PRESERVE



CASH

- Set-up cash conservation office
- Renegotiate contracts
- Adjust pricing models - such as pre-paid

INCREASE



REACH

- Creative partnerships and collaborations
- Employee network participation
- Leverage Digital Options

Revenue
stabilisation

Cashflow
Management

Platform for
growth

STABILISATION TO GROWTH



.....