

Category

Strategy

Turnaround & Restructuring Strategy Playbook

Stabilize, refocus, relaunch — a three-phase framework for reversing sustained underperformance

- Executive
 - Advanced
 - Template Included
 - Workshop Ready
-
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 - 3 minute(s)

Overview

A structured approach to corporate turnarounds, sequencing immediate stabilization, strategic refocusing, and relaunch so recovery efforts don't collapse into an undifferentiated cost-cutting exercise.

How is this different from a general cost-reduction program?

Cost reduction is one tool used mainly in the stabilize phase. A real turnaround also refocuses the strategic portfolio and relaunches around a narrower, stronger core — cost cutting alone rarely produces a durable recovery.

How do we know if we're in turnaround territory versus normal

performance management? If more than one core metric (revenue, margin, cash) has declined for multiple consecutive periods and the current plan doesn't credibly reverse the trend within two quarters, it's turnaround territory.

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