



“Why You Should Retain External Assistance During a Business Turnaround”

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One reason to retain external assistance during a business turnaround is because it will help off-load some of the extreme emotional (and physical, time-wise) burden associated with a turnaround. Remember, people will likely be losing their jobs as part of the restructuring, and futures will be changing.

Terminations can be highly stressful, and it will help if you can redirect some amount of the burden of this responsibility to an external source.

It is often easier (at a minimum, politically) to have some external person onsite, a turnaround expert for example, who can act as the focal point during the turnaround process. Besides helping to carry some of the emotional burden, he or she will also help by carrying some of the blame for the difficult decisions that will take place during the turnaround.

This can be a turnaround consultant who comes to your site physically, or it can be simply a coach who will help guide you through the process from a remote location.

A turnaround expert will also help to diffuse the process and remove the emotions from these difficult situations. They will help you to remember that these are changes that must take place in order for your company to survive.

If you are facing a turnaround situation, in the days ahead, you will likely cut your expenses drastically. This translates to significant operational changes, and usually it means you will have to terminate jobs. Being a focal point, this external turnaround expert can help shoulder some of the stress and ill will associated with that difficult task.