

THE ROAD AHEAD



TROUBLE



Trouble, like the fog, comes on little cat feet. In a short span of time, a promising organization may find itself overtaken, on a trajectory toward danger or unpredictability.

Anybody can have trouble. A company that does—the kind of trouble that just won't go away—often needs help from those who have seen and dealt with trouble up close. People with a rational, cool-headed perspective. Experts in the art of solving business dilemmas.

Handling trouble is our business. It's what we do, not what we do while we're deciding what to do. Over the years, we've stepped in to quickly help many organizations in a wide variety of industries avoid the abyss, take control of their liabilities and implement new strategies to go forward. We've negotiated at every level toward positive outcomes.

It's not just experience; it's a track record. The former is essential to build expertise; the latter shows we know what to do and when to do it. And while we've built our reputation primarily on turnarounds, our business is increasing its focus on companies who don't need to turn anything around—but simply want to improve performance and move ahead. For that, our other skills may come into play: sales, marketing, channels of distribution, product identification and corporate image. We don't know everything—nobody does—but we have strategic alliances that cover the bases.

helps companies that need help—and, by extension, the lenders who back them, the boards that oversee them and the public that invests in them. And whoever we work with—banks, lawyers, accountants, venture capitalists—and whether the goal is profit enhancement, turnaround or crisis intervention, we move quickly to help the concerned parties make the best of the situation.

