

# Ben's 10 commandments for a turnaround

01



Liquidity issues are symptoms - find the root causes

Actively manage credit

03



Review the customer mix and steer away from bad payers

Keep up-to-date financial records

05



Do not put prestige over profits

Do not have too few customers

07



Set a target growth rate that is not too high

Treat your employees as human beings but manage by objectives

09



Don't over expand - you should probably downsize

Don't borrow too much or at too high interest rates



02



04



05



08



10