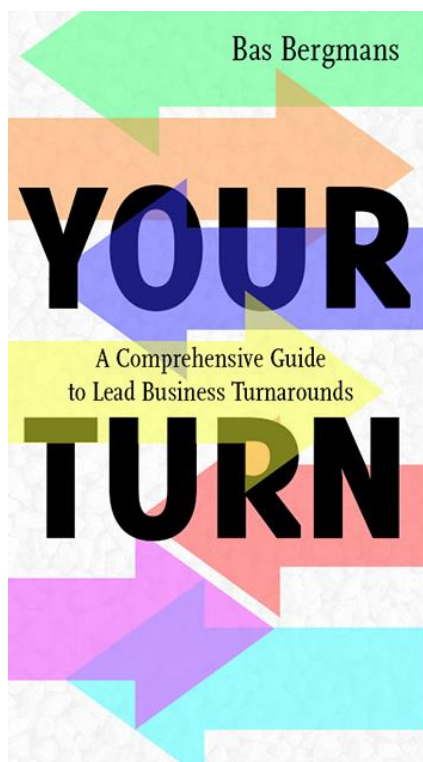


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Bas Bergmans - Your Turn

A Comprehensive Guide to Lead Business Turnarounds

ENTREPRENEURSHIP | STRATEGY



Your Turn is a book meticulously crafted for CEOs, board members, entrepreneurs, management consultants, restructuring experts, and MBA students.

The primary objective is to offer an in-depth understanding of how to lead a successful business turnaround, guiding the reader through the entire process—from identifying ‘signals of distress’ and ‘acceptance’ to the successful production and implementation of a turnaround plan within 90 days.

Your Turn bridges the gap between theoretical knowledge and practical application. It provides invaluable insights into the art and science of reviving a distressed business, coupled with a solid academic foundation to support its methodology.

The author draws on his extensive experience in corporate business and entrepreneurship, as well as insights gained from interviewing over 100 CEOs and restructuring experts he worked with in the past, to provide a trustworthy and practical guide for successfully managing business turnarounds.

To be published in 2025 | ca. 80,000 words

- Full English manuscript available

ABOUT THE AUTHOR



Bas Bergmans started out working for PricewaterhouseCoopers in London as part of their 'strategic change group' focusing on value-based management, and investigating how to define and implement value improvement strategies. He currently operates his own consultancy practice, Battersea-park Consulting Group, specializing in providing interim CEO, CFO, and Restructuring Officer services for distressed businesses. He assists businesses in defining, implementing, and executing effective turnaround plans following the approach outlined in this book.

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