

# SANTASADŌ

## Klaas Wagenaar - Business Unusual

Help! My business is a 'burning platform'!

ENTREPRENEURSHIP | STRATEGY



2020 has turned out to be a pivotal year, due to the Covid-19 virus. Many businesses have been confronted with a drop in demand and increasing debts. There is growing uncertainty about the future and huge financial pressure is building up, at a record pace. The current business model will no longer suffice. It is *Business Unusual*.

Especially when, at any time, your business might turn into a 'burning platform', it is important to keep a cool head and analyze your options thoroughly, take informed decisions and exude confidence. Only in these circumstances, can a sound business hope to secure a healthy future. *Business Unusual* helps entrepreneurs, management boards, advisors and other stakeholders, with practical advice on how to take the lead, in crisis situations.

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- English and Dutch editions published by Management Impact



### ABOUT THE AUTHOR

Klaas Wagenaar is an experienced executive and turnaround practitioner. Wagenaar is founder and managing partner of BOLD, a consultancy firm specialized in strategic and financial analysis, advice and decisive action during turnarounds, (digital) transformations and transactions ([www.boldcm.eu](http://www.boldcm.eu)). He has occupied senior executive positions at KPMG, Getronics, Baan Company, CapGemini and others.



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