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10 Powerful Tips to Lead Your Company's Comeback

From Setback to Surge

1. Tell the Truth – Internally and Externally

Transparency builds trust. Denial destroys it.

- Acknowledge what went wrong — and be clear about why, how, and when it happened.
- Share what you've learned and what's changing.
- Authenticity is a competitive advantage in a comeback (besides, your team and partners already know).

2. Refocus on Your Core

When in doubt, go back to your 'one thing.'

- Identify your most profitable, purpose-driven product, service, or offering.
- Cut the noise. Simplify your products, services, and messaging.
- Serve your best customers even better.

3. Make the Tough Calls — Fast

Comebacks demand courage, not consensus.

- Eliminate unprofitable divisions, roles, or partnerships.
- Streamline your org chart and operations.
- Don't delay hard decisions — it only compounds the pain.



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4. Rebuild the Culture, Not Just the P&L

People don't work for paychecks in a comeback. They work for purpose, mission, and fun.

- Reignite belief among your team with vision, ownership, and involvement.
- Recognize early wins and cultural shifts.
- Purge toxic behaviors fast.

5. Reconnect with Your Customers

Comebacks succeed when the customer feels like a co-author.

- Personally call top clients. Ask: "Where did we drop the ball? We know we did."
- Launch a listening campaign (survey, quick email, 1-on-1). Bonus if you do it publicly.
- Fix their biggest pain first — and let them see it.

6. Rethink the Business Model

If what used to work doesn't anymore, evolve.

- Subscription instead of one-off sales?
- Direct-to-consumer instead of wholesale?
- Performance-based pricing?

Don't just rebuild. Reinvent. Or brainstorm it — and throw the findings into AI.



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7. Get Visible with Your Vision

You can't stage a comeback in the shadows.

- Relaunch your story publicly — press, podcast interviews, social media, even an open letter.
- Highlight the turning point, not just the pain.
- Make the market rise for you again.

8. Find (and Fund) the Right Projects

In comeback mode, every dollar must create momentum.

- Trim vanity projects and reinvest in what generates ROI or retention.
- Build a 90-day roadmap of high-impact, high-urgency initiatives.
- Assign owners. Create a simple dashboard (even just a spreadsheet). Track weekly.

9. Bring in Fresh Thinking

Old thinking won't fix new problems.

- Hire or contract outsiders who've helped others rebound.
- Encourage "Two Way Mentoring" - frontline staff sharing insights upward.
- Start a zero-based strategy: "If we started from scratch today, what would we build?"



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10. Act Like a Startup (Even If Your Company is 10 years old)

Focus. Fire. Follow-through. Now.

- Move in sprints.
- Empower small teams to ship fast.
- Celebrate risk-taking — and learn visibly from failures.

Bonus Tip: Don't let others tell your story.

If you don't tell your turnaround story, someone else will. And their version could gut your firm.

Frame your past as the lesson — and your present as the rebuild. Be the brand that didn't fold. Be the team that rose.

Ready to help your audience rise again?

Book Bill for your next event, retreat, training, or fun time and give your group the spark they need to reset, rebuild, and rise.

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