

Systems for the Strategic Self

The numbers are getting worse while the story gets louder. More hours, another bridge, another launch, one more quarter: heroic effort can postpone the moment of clarity, but it cannot make an unsavable company viable.

The Turnaround Protocol is a structured operating system for founders facing acute business distress. RESCUE moves from recognition and stabilization through cuts and unification to the decision that matters: execute a viable plan or exit with dignity.

You will learn to:

- Replace the recovery story with a brutal, reviewable audit of cash, product, customers, and team.
- Stabilize the immediate operating environment before designing the rescue.
- Separate the viable core from work the company can no longer afford to carry.
- Make cuts against explicit principles instead of fear, favoritism, or delay.
- Build a savability scorecard and expose the assumptions behind the verdict.
- Unify the remaining team around one operating truth and a ninety-day plan.
- Design both the execute path and the wind-down path before hope selects for you.
- Protect documentation, legal duties, personal runway, and responsible handoff.

The result is a practical set of artifacts: a turnaround audit, stabilization plan, cut list, viable-core map, savability decision, ninety-day plan, exit design, and personal protocol.

No framework guarantees company survival, reputation, dignity, or protection from psychological or financial harm. This book is educational, not medical, psychological, legal, financial, or clinical advice. Acute distress, suicidal thoughts, severe burnout, or impaired judgment require immediate qualified support; material company decisions require jurisdiction-specific legal and financial counsel.

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