

Operational Turnaround Starts on the Ground Floor

Why the first 60 days shape the future—and how G2 drives value through real-time insight.



When a company faces operational distress, the difference between stabilization and further decline often comes down to the first 30 to 60 days. It is during this critical window that a Chief Restructuring Officer (CRO) must move quickly to assess, prioritize, and act, while also earning the trust of a strained and often fatigued organization with little or no experience in crisis management.

At G2 Capital Advisors, we lead with a simple truth: no amount of financial engineering can compensate for a broken operating model. That's why the first 30 to 60 days of a CRO engagement are so critical. This is the window in which trust is built, facts are established, and the course is set. Done right, it becomes the launchpad for lasting transformation.

Day 1 Matters: Establishing Stability and Trust

When we step in as CROs, our first move is simple but essential: we get on site. Turnaround work does not happen behind a spreadsheet. Change starts by understanding: walking the floor, observing how teams operate, listening to their challenges, and diagnosing what is broken beneath the surface.

In the early days, cultural fractures, internal misalignment, and morale issues are just as damaging as liquidity pressure. We work to stabilize the organization on all fronts. That means addressing immediate business needs while restoring clarity, confidence, and cohesion among employees and leadership.

This listen-first, act-fast approach builds credibility quickly. And in environments where fatigue and skepticism are high, credibility becomes one of the most valuable tools we have.

Quick Study, Deep Impact: A Sector-Specific Approach

Our team has deep business and industry expertise that we bring to every engagement.

G2 becomes quick studies of each client's operating model and strategic priorities. Whether we are working with a multi-location consumer business, an industrial services firm, or a tech-enabled logistics provider, we come in with real-world context. We understand our client's perspective because we've managed through challenging situations. That allows us to rapidly distinguish between symptoms and root causes and act accordingly. We know the difference

between what's urgent and what's both urgent and important.

Our model blends operational experience with financial insight. We draw on leaders who have run businesses, managed through crises, and delivered value across the sectors we serve. Rather than apply a generic playbook, we tailor each strategy to the unique realities of the business model, customer mix, and cost structure.

Turning Data into Direction

Our operational priorities are rooted in actionable insight. In the early phases of a turnaround, we focus on high-impact analyses that create clarity, size potential impact, and support confident decision-making:

- Strategic and market assessment
- 4-wall profitability and lease analytics for multi-location businesses
- Marketing ROI and CAC trend analysis to optimize spend and unit economics
- Working capital diagnostics across AR, AP, and inventory
- Margin analysis and SKU rationalization
- Capacity utilization and throughput
- Supply chain optimization
- Org chart realignment and talent gap assessments

"In a crisis, data is only as valuable as the clarity it creates. Our role is to cut through the noise, focus on the right metrics, and translate them into decisions that move the business forward."

Our rigor enables not just quick wins, but sustainable change. These are not isolated workstreams. Each one informs the others, and together they enable real results. We do not default to cost cuts alone. Instead, we build sustainable, data-driven solutions that improve outcomes without compromising the long-term health of the business.

Case in Point: Creating Momentum Without Disruption Optionality for Operators Who've Done It Right

In a recent engagement, G2 was brought in as CRO to support a founder-led services business nearing covenant default. Rather than implement sweeping cuts, we began with a location-level performance review and a deep dive into overhead. By realigning the organizational structure, consolidating underperforming leases, and renegotiating vendor contracts, we restored positive cash flow within 90 days. Importantly, this was achieved without headcount reductions. The

company retained institutional knowledge and key talent, which proved critical to the eventual return to growth.

This is not an exception. It is a direct outcome of our method, which combines operational depth, strategic analysis, and a commitment to minimizing disruption wherever possible.

From Stabilization to Sustainable Growth

At G2, The first 60 days are about stopping the slide — but what happens next is where the real value is created. At G2, we view every turnaround not as a temporary fix, but as the starting point for a stronger, more resilient business. By embedding alongside leadership and teams, we leave behind more than a plan: we leave the tools, discipline, and confidence to keep winning long after we're gone. For us, success isn't measured by the day we exit — it's measured by the trajectory our clients are still on years later.

"In a turnaround, spreadsheets don't steady the ship—people do. Day one is about showing up, listening hard, and moving fast to restore both stability and trust."

Connect with our Team



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