

# Stratford M & A Post Merger Integration

**The signing of the acquisition deal is only the beginning. Now the real work starts: successfully integrating the businesses.**

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## The Business Challenge: Making the Acquisition “Work”

Studies repeatedly show that approximately 75% of acquisitions fail.

Typically, after a grinding due diligence process and after the champagne popping, the integration piece becomes more of an afterthought – something for “operations to figure out”. Yet, this is precisely where an acquisition’s success will be determined: at the merging and integrating phase.

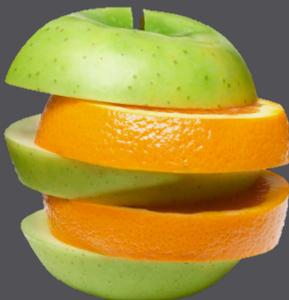
A key component in this phase addresses the employees; as they ultimately drive the organization. Ensuring employee communication and involvement is critical for many reasons, not the least of which include retention, customer service, engagement.

## The Solution: Stratford M & A Post Merger Integration

Stratford’s experienced M & A consultants will help you define the post merger strategy, communications and tactical plans. This work will begin well before the signing of the deal – as it may raise other questions for due diligence – and certainly well before any announcement as the questions will flow copiously at that point.

Employees – on all sides – will naturally want to know how the merger will impact them. We will help you deliver a solid change management and communication plan with a well defined integration approach that also addresses the employees’ questions so that they can continue to perform with less stress.

## Addressing Employee Concerns Helps Retention, Engagement, and Productivity



The most common reason for failed acquisitions and mergers is the lack of attention to employee concerns.

Without answers to their questions, job insecurity increases and good talent leaves quickly; others will “quit and stay”. In every instance, the organization is negatively and expensively impacted as the very foundation of the acquisition’s success disappears.

Build engagement with time and people at the centre of a new and collaborative identity-building process.

At the core is open and transparent communication, linked tightly to critical points in the post-acquisition integration plan.

## Post Merger Integration Process

Stratford's experienced M & A consultants will work with you as soon as it becomes clear that the acquisition will likely occur, and most of the due diligence has been completed, to :

- Develop an over arching integration strategy based on the information gleaned from the due diligence and your organization's vision, mission, values and key objectives
- Identify the tactical steps to achieving the strategy, complete with action items, persons accountable and deadlines
- Draft appropriate communications from the announcement and during the integration to keep employees apprised

Throughout the process, our consultants will work with your team to assess, evaluate and help your organization navigate successfully through the integration process.

## How can we help?

Our Human Resources services bring your organization highly skilled and experienced consultants with a proven track record of success. To discuss how we can help you with your M & A post integration, contact our HR team today..

## THE SECRETS TO A SUCCESSFUL INTEGRATION?

Some essential practices that increase the chance of a good outcome:

- Move quickly. Speed is a critical element. The longer the delay in completing the integration, the more resistance there will be.
- Assign an integration leader. If you have experience with previous integrations, use an internal leader. Otherwise, bring in an outside expert to capitalize on their knowledge.
- Establish an integration team. Preferably composed of cross- functional members from both the acquiring and acquired organization.
- Define clear goals and success factors. Then assess progress and report frequently.
- Communicate. Develop a thorough communication plan from day 1 that extends right through to the end of the integration process.

As part of your acquisition planning, invest the time and resources to successfully set up your organization for a prosperous integration.

# ACHIEVE YOUR POTENTIAL

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