

The Day1 Ready™ Approach to Mergers and Acquisitions

Get your merger off on the right foot.

According to multiple studies, anywhere from 70-90 percent of mergers and acquisitions (M&A) fail. Most often cited as the reason why? People problems. Although people are critical contributors to the upfront business valuation and post-deal integration success, leaders more often delay the people planning piece.

Increase the value of your M&A by redefining Day1.

Day1 is not the day you announce an M&A, it's the day you first consider one. The moment you start thinking about M&A as a growth strategy, your behavior begins to change. You now evaluate everything through a possible M&A lens. Senior leaders and your workforce notice the difference. Your deal success has already been influenced.

The **Day1 Ready™** approach redefines Day1, looking at M&A in three phases, beginning the moment an M&A crosses your mind. We offer insightful solutions designed to prepare your organization for what's to come and the framework you need to manage and support the people at the heart of your M&A.



Our Focus: Accelerating productivity in mergers and acquisitions by redefining Day1

Jumpstart your M&A's success by preparing the leaders in your organization for M&A. The **Day1 Ready™** approach can pave the way for success by delivering:

- Less productivity drop on the frontend
- Improved performance on the backend

With a smarter, thoughtful integration focused on people.

Phase1 Ready - Define Expectations.

At this stage, it's about setting clear people expectations for M&A success. We facilitate senior leadership alignment, determining the objectives, defining the desired future state (DFS) and agreeing to what success looks like for your people.

- Review the company mission, vision and values to provide insight on workforce challenges
- Define the communication strategy: what, when and how to say it
- Develop an action plan that sets managers off on the right path
- Create a culture integration and communication plan that energizes and galvanizes your teams

Phase2 Ready - Optimize Execution.

The key people challenges at this next stage are typically lack of clarity around the vision, distracted and disengaged employees, and dispersed decision-making confusion. We partner with executives and designated managers to ensure these challenges are anticipated and planned for, including:

- Customizing the vision communications for teams so they know what they need to be doing for execution success
- Creating responsive communications for expected employee concerns
- Identifying key decision-making needs throughout the M&A rollout

Phase3 Ready - Facilitate Recalibration.

We partner with managers, applying an agile approach to assess what is working, what is stalling, and, if necessary, recalibrating for success. An iterative approach to integration allows us to adjust to workforce needs, to changes in the business environment and to market requirements. In partnership with team leaders, we conduct an issues assessment to define solutions, including:

- Evaluating the transition timeline to determine productivity impact
- Conducting integration plan assessments to define required adjustments
- Identifying decision-making logjams and problem-solving solutions

About Jennifer

Jennifer's been a leader on all sides of the M&A equation: acquired, and acquirer change agent, in industries from high tech/automotive to warranties/ insurance and corporate training/talent management. Across large corporations, start-ups and small businesses alike, Jennifer has seen M&A consistently fall short of expectations. She's witnessed countless growth strategies fail because a workforce could not adapt to change as effectively as leadership anticipated.

Her experiences inspired Jennifer to write the book, *NOW WHAT? A survivor's playbook for thriving through acquisition* and to launch **Day1 Ready™**, serving as a proactive advisor to senior leaders, business owners, entrepreneurs and private equity dealmakers, to ensure the people component remains a cornerstone of success.

