

# JENNIFER J. FONDREVAY

## TOO MANY MERGERS & ACQUISITIONS FAIL JENNIFER FONDREVAY WANTS TO IMPROVE THE ODDS FOR SUCCESS

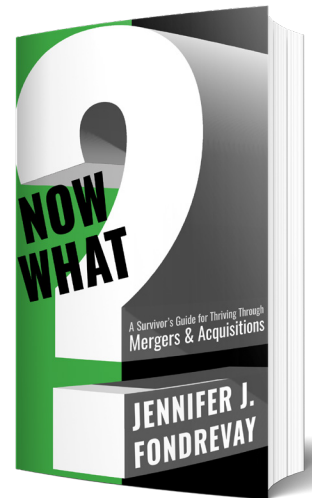
Pursuing a merger or acquisition (M&A) is the most data-driven decision a company can make. And yet, despite an abundance of data, many companies overlook one of the most important contributors to the success of any M&A – the human factor. No wonder up to 90% of deals fail, most often due to “unexpected people problems.” Actually, these problems are predictable, and Jennifer shines a light on the landmines buried along the jagged M&A path so that companies can anticipate and defuse them.

In *NOW WHAT?*, Jennifer reveals that an M&A deal is as stressful as the death of a loved one or moving to another country. Companies that underestimate or ignore the impact of change on their employees do so at their own peril.

Built on a two-year study with 60 executives, *NOW WHAT?* explores how to:

- Anticipate what's coming when a deal is on the horizon or right at your door
- Recognize the grief stages of acquisition and learn how to navigate each one
- Identify the “cast of change” characters (e.g., the Former Rock Star, the Black Widow, etc.) and engage them
- Cultivate the right mindset, collaborate with the “other side” and find your niche to succeed

*NOW WHAT?* helps the individual in the middle of it all, from C-suite executives to team leaders and players, to capitalize on the opportunities that M&A's offer.



*“Jennifer Fondrevay has created a book for people caught in the middle of M&A: the vulnerable middle managers and the many rank and file who are at the mercy of the dealmakers. Those execs have their playbook. NOW WHAT? is the playbook for ‘everyman’”*

**Price Pritchett, PHD** // M&A thought leader  
Author of *Lessons from 1,000 Deals*

### ABOUT THE AUTHOR

Jennifer J Fondrevay is the Founder of Day1 Ready™, a consultancy that advises forward-thinking business leaders, owners and C-Suite executives on how to prepare for the human capital challenges of M&A. As a Fortune 500 C-Suite “survivor” of three multi-billion-dollar acquisitions, Jennifer has been on all sides of the deal equation. She saw countless growth strategies fail due to a workforce that couldn't pivot and adapt as quickly as leadership anticipated.

When her *Harvard Business Review* (HBR) article, “After a Merger, Don't Let “Us vs. Them” Thinking Ruin the Company” went viral, Jennifer recognized the power and interest in a human-centric approach to business transformation, where employees are at the heart of the change. She shares her expertise as a contributor to: *Forbes*, *Harvard Business Review*, *Thrive Global*, *American Marketing Association*, *Middle Market Growth*; and as a frequent podcast guest and keynote speaker for HR conferences, associations and Fortune 500 companies.



To order the book, engage Jennifer to speak, or learn about her M&A approach, please visit [www.jenniferjfondrevay.com](http://www.jenniferjfondrevay.com), call 312.608.9939, or email [lauren@jenniferjfondrevay.com](mailto:lauren@jenniferjfondrevay.com).

# JENNIFER J. FONDREVAY

## • RETAIN TALENT • REDUCE COST • EMPOWER LEADERS • BY HARNESSING THE POWER OF ORGANIZATIONAL TRANSITIONS

The truth is, an M&A deal doesn't just change the business... It changes the story for the people within it.

My work is about changing that story for the better.

M&A can be an exciting, profitable, and positive arrangement. But when the people piece isn't addressed, their mission - along with their job motivation - is hijacked and replaced with debilitating questions: *Do I still have a job? What is my role? Will my team stay together? Are my projects still relevant? Am I still relevant?*

All people work better with their chins up and their backs straight.

So the real question is - *How do we execute an M&A deal that doesn't bring them to their knees?*

## I CAN HELP YOU FIND THE ANSWERS.



### KEYNOTE AND WORKSHOP TOPICS

#### NOW WHAT?

*A Survivor's Guide for Thriving through Mergers and Acquisitions*

*Managing Through Disruption:  
Navigating, Surviving and Thriving  
through Constant Corporate Change*

*Creating an Exceptional  
Employee Experience  
(through good and bad times)*

### LEARNING OBJECTIVES AND TAKEAWAYS

- The challenges all organizational transitions, from M&A to digital transformation, have in common and how to prepare for them
- Why "us vs. them" thinking can undermine the success of your M&A deal and cost millions – and how to build the trust needed to stop it
- Critical steps to avoid losing momentum, money, and talent in the important early stages
- Key touch points to leverage for an employee experience that empowers employees to navigate the new normal of constant change.



*"[One of] Jennifer's key takeaways was so thought provoking and powerful, 'In a great partnership, both parties bring the best of themselves to the union.' That's what our job is in our relationships and our [organization's] future. If I could hang something over my door, it would be that."*

**Tim Wentworth** // CEO Express Scripts acquired by Cigna for \$64 Billion

To order the book, engage Jennifer to speak, or learn about her M&A approach, please visit [www.jenniferjfondrevay.com](http://www.jenniferjfondrevay.com), call 312.608.9939, or email [lauren@jenniferjfondrevay.com](mailto:lauren@jenniferjfondrevay.com).