

JENNIFER J. FONDREVAY

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

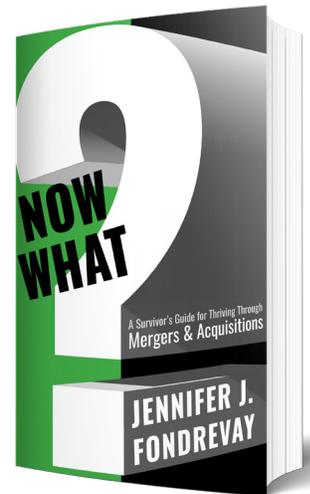
Pursuing a merger or acquisition (M&A) is the most data-driven decision a company can make. And yet, despite an abundance of data, many companies overlook one of the most important contributors to the success of any M&A – the human factor. No wonder up to 90% of deals fail, most often due to “unexpected 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.



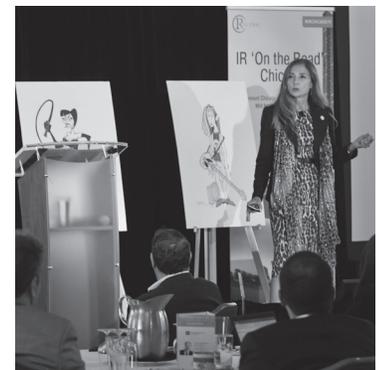
“Jennifer Fondrevay has created a book for people caught in the middle of M&A: the vulnerable middle managers and the many rank and file who are at the mercy of the dealmakers. Those execs have their playbook. NOW WHAT? is the playbook for ‘everyman’”

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, call 312.608.9939, or email 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

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