

# Mergers & Acquisitions Communications

*Fact: Over 70 percent of corporate M&A transactions will fail to reach their stated operational and/or financial goals for a variety of reasons.*

Carefully planned, well-executed strategic communications throughout an M&A transaction can powerfully enhance due diligence, reduce non-financial risks, and improve post-close integration.



## Capabilities

### Screening & Due Diligence

Despite significant investments in financial, legal and operational due diligence, many of the leading obstacles to deal success stem from non-financial (cultural, reputational, and change management) factors discovered after a transaction closes. Our proven DealMRI methodology helps identify and mitigate these oft-overlooked but tremendously impactful risks during the early stages of the corporate development process.

### Pre-Close Planning & Preparation

Effective two-way engagement of key stakeholders - from project teams and employees to customers and regulators - during a corporate transaction can significantly improve post-close business outcomes. Having a strategic communication plan and an experienced partner to advise and assist you along the way helps ensure awareness, affinity, and satisfaction with the changes these key audiences experience throughout the deal process.

### Post-Close Integration

Successfully integrating assets, talent, and operations gained through M&A activities into your existing organization can be complex and time-consuming. Ensuring you have a solid two-way communications infrastructure and cadence in place following the official closing of a transaction is one of the most effective ways to solidify the gains in engagement, retention, and productivity earned prior to closing, and is a powerful catalyst in managing change to achieve better business results sooner.



## Deliverables

- ✓ **Mitigate Non-Financial Risk:** Identify and mitigate reputational, cultural and change management risks often overlooked in traditional due diligence processes.
- ✓ **Accelerate Transition & Integration:** Effective stakeholder engagement significantly improves outcomes of post-close integration and transition activities, helping to realize synergies sooner and avoid operational disruptions.
- ✓ **Improve Employee & Customer Retention:** Ensuring both customers and employees understand the rationale, benefits, and impacts of any M&A transaction significantly improves retention of both customers and employees during and after a transaction - and paves the way for future growth.
- ✓ **Manage Change:** Ineffective change management is a leading cause of operational disruption, customer flight, and employee attrition during and after a transaction. Our proven Know/Feel/Do stakeholder engagement methodology helps ease the impact of change on both the acquired and acquiring organizations.

## Who We Are

Gladius leverages decades of experience, a results-focused methodology, cutting-edge technology and data-driven innovation to deliver meaningful outcomes and drive results.