How To Integrate Culture During a Merger or Acquisition

Description: During a significant change like a merger or acquisition, listening, architecting and integrating both cultures are critical for maximizing the value of the deal. Organizations that thrive in today's complex environment benefit from dynamic, robust cultures. It is common knowledge that mergers often fail or fall short of realizing expected value due to complications during cultural integration. When surveyed, many CEOs reported that they had no plan in place for integration and even if they did, they wished in hindsight that they'd devoted more time and resources to cultural integration.

Objectives of the Presentation:
- Understand definitions of culture
- Identify culture's role in your organization's success or failure
- Discuss key principles to assessing, influencing and designing culture
- Uncover what matters most to employees during cultural integration
- Learn a five step process for successfully integrating culture during a merger, acquisition or any significant change

Why Should you Attend:

According to a Deloitte survey, 43% of CFOs named post-deal integration a top concern. A 2004 Mercer survey revealed that 75% of executives cited "harmonizing culture and communicating with employees" as the most important factors for successful post-merger integration. A 2011 global survey conducted by Aon Hewitt discovered that unsuccessful cultural integration was the number two driver of deal failure. The number one driver of deal failure was "integration/implementation took longer than expected" which in and of itself is adversely impacted by unsuccessful cultural integration.

Topic Background:

When a company is acquired or two companies merge, planning for effective cultural integration is forgotten, an afterthought or only addressed when the people side of the merger isn't working.

Contents:
- Why many mergers fail and what CEOs can do to prevent these failures
- How cultural integration increases the intangible value of a company
- How to help two companies come together to form a culture that works together well
- A five step Cultural Integration Design process
- Key principles to keep in mind during cultural integration
- How to get buy-in from all levels of both organizations

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