



**Four Key Questions** that **Buyers** and **Sellers** in all **M&A** ventures must resolve:

1. **Why** are we doing what we are doing?
2. **What** do we need to fulfill our intended purpose?
3. **How** exactly are we going to do what needs to be done?
4. **Who** (or What) is going to make sure it's done?



**Fact:**

- Organizations with strong change and communication practices are **6x** more likely to significantly outperform peers. There is an 80% fail rate attributable to the inability to combine cultures and visions. (*Willis Towers Watson-Change & Communications*)
- *People & Culture Integration* are critical to ROI and post-merger success:
  - 100 executives in this study who had poor M&A results cited:
    - 61% reported **reduced productivity**
    - 58% reported **lower than expected synergies**
    - 55% experienced **low employee engagement**
    - 45% reported **negative impact on share price**
    - 40% reported **loss of key executives and employees**

Mergers inevitably present surprises and the key to greater M&A success is tied to a strong front-end change leadership team that is ready to anticipate and manage change proactively.

➤ ***Cultural integration isn't something that can wait until the deal is done.***

**SPARX International** supports transition teams with cultural navigation and continues to benchmark progress throughout the process to ensure growth and unification results. We work alongside of the Executive 'C' Suite throughout to navigate through challenges and provide critical insight as they craft a shared vision and new identity.

**Contact us today to discuss your specific needs and to learn more.**

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