



THE ART OF M&A INTEGRATION

IMO and Team Leader Certification



The Art of M&A Integration

Workshop for Integration Management Office Candidates and their Team Leaders

This 2-day interactive workshop provides candidates who will lead M&A Integration programs with knowledge, skills, tools and best practices. Insights into the human dynamics of the acquisition process and the related self-management priorities will be communicated along with concrete, clear and practical tools and techniques. The participants will understand and be able to effectively create team structures, disciplines, leadership protocols and communications while managing uncertainty and dynamic change.

Workshop Objectives

The aim of this workshop is to certify participants who:

- Become fully grounded in the art of M&A leadership
- Learn best practices required from announcement to close and beyond
- Develop proper coaching and communication skills
- Maintain focus on performance despite the distractions of the current situation
- On-board a methodology for integration that is easily communicated with rigorous workflow and transparency to generate speed and maintain momentum

Workshop Content

An evening with Alex

*Proceeding the first day will be an evening dinner and team meeting with **Dr. Alexandra R. Lajoux**, the author of the seminal series “The Art of M&A” McGraw-Hill.*

Module 1: Prerequisites, Definitions, History and Data.

- Introduction + Purpose
- Participant grounding – what is it and who’s watching
- The Counterintuitive practice of integration

Module 2: *Why culture matters to integration managers*

- *TDF as a management communication tool* (2 hours)
- How/what/why messages

Culture as an integration and communication issue (2 hours)

- What is organizational culture?
- How culture impacts business outcomes
- Culture as a communication framework
- Why culture impacts mergers
- How can cultures be assessed and described?
- How to integration cultures in order to achieve desired goals

Module 3: Integration and reporting requirements

- Alternative models – depth and breadth
- Assessing the seller and in-house resources
- Establishing the steering team – management sponsorship
- Integration strategy development
- Communications and tracking



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Module 4: The pre-close planning phase

- Pre-announcement activities and mobilization
- Recruiting and building the right teams
- Clean Room opportunities and management
- Retaining talent and maintaining performance
- S3 (Speed, Synergies, Stability) – project management
- Communications and launch (teams and Cockpit)

Module 5: Day 1 and Day 100

- Departmental and cross functional dynamics
- Maintaining momentum
- Metrics – tracking synergies and budgets – impact to cash flow
- The approvals, announcements and communications drumbeat

Module 6: Fulfilling commitments

- Customers and suppliers
- Shareholders, bondholders and lenders
- Employees and the communities

Participants will be encouraged to formulate their personal approaches to overarching fundamental practices. *Pre-work will be assigned prior to the workshop and there will be numerous break-out sessions for idea generation and team building.*

The goal of each session is to have every participant qualified to design the integration strategy, recruit team participants, establish disciplines and protocols, formulate workflow and maintain transparency and metrics for each merger or acquisition they are assigned to.

Trainers may include:

Alexandra Reed Lajoux – International expert and author, “The Art of M&A Integration”

Dr. Stuart Ferguson – A leading authority on culture valuations and the author of “Culture Clout”

Jim Jeffries – Managing Partner of M&A Partners with years of experience advising corporations and consultancies on methods, practices and tools for merger integration

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