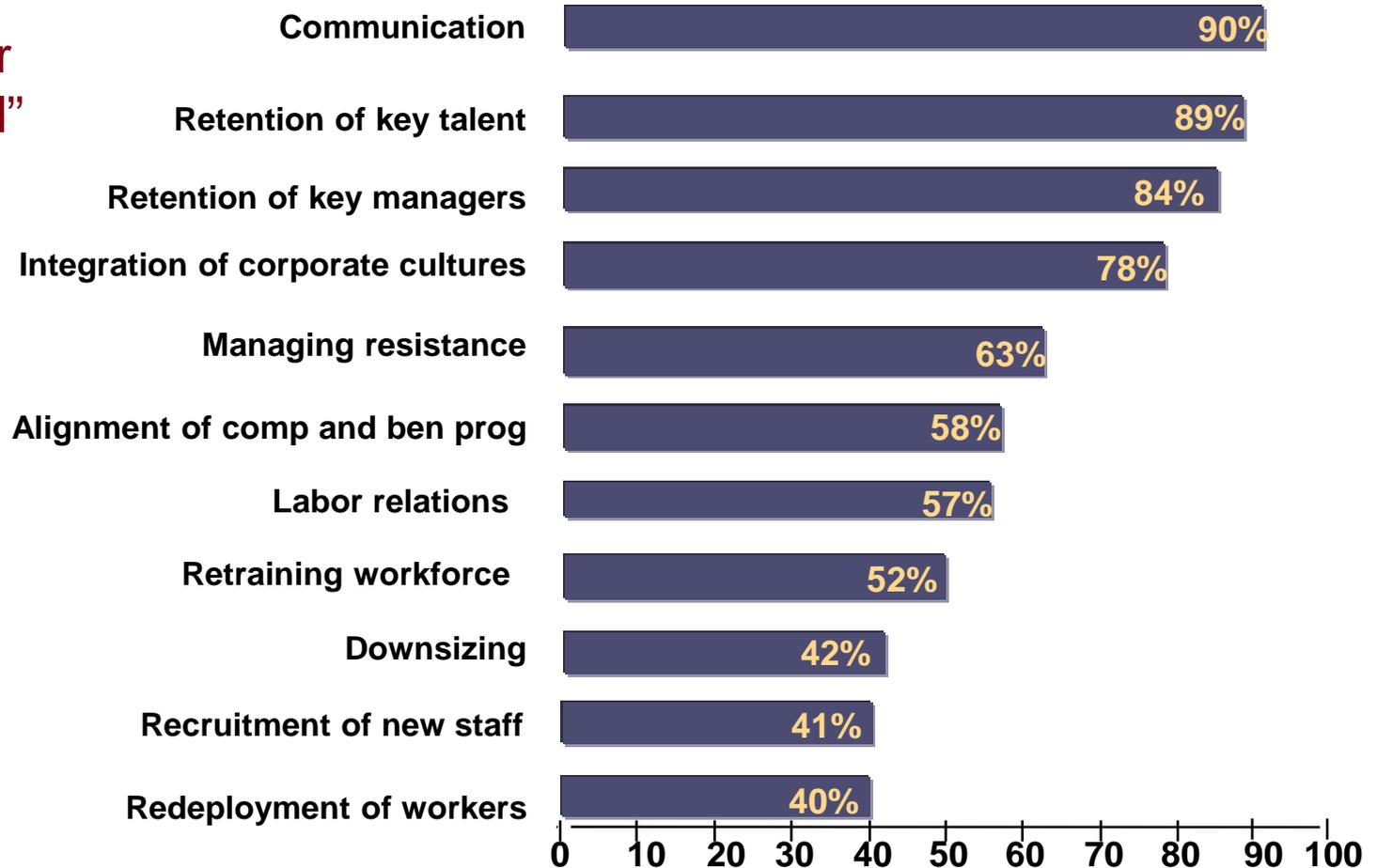
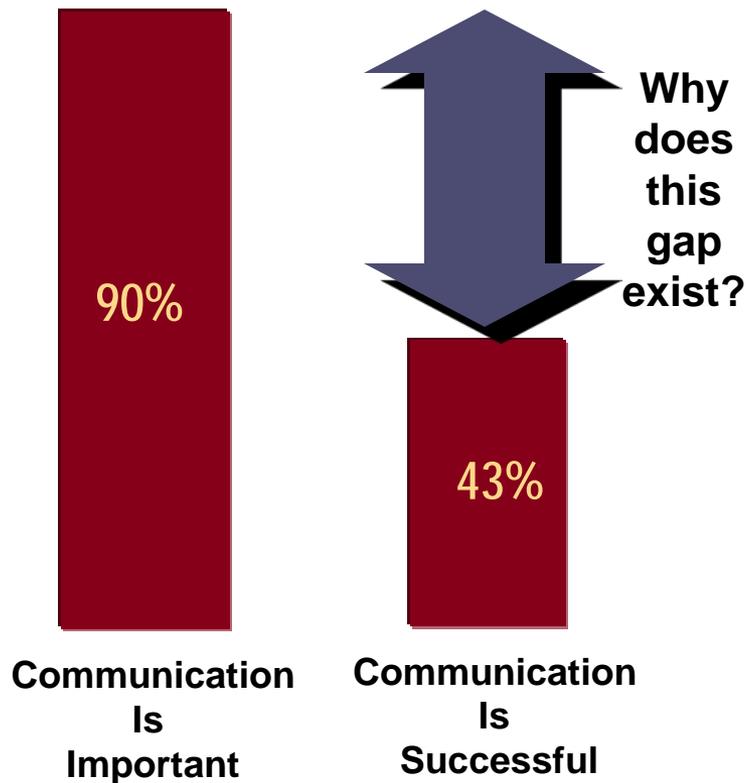


# Survey results: Communication was identified as the most important people integration activity...

Activities  
required for  
“successful”  
people  
integration



# Survey results: ...yet, only 43% said their communication efforts were “successful”



- **Top reasons communications were ineffective**
  - Inadequate resources
  - Too slow
  - Inadequate senior management attention
  - Not all groups were communicated to
  - The messages were inconsistent
  - Launched too late
  - Not well planned
  - Not frequent enough
  - Ended too early

# Communication Planning Cycle:

