



Game Day Basics

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Directional guidance for integration strategy should ideally precede initial deal announcement. Unfortunately, most do not, with these typical outcomes:

- Lack of preparation for the detailed inquiries that arise post-announcement
 - Analysts, employees, customers perceive a lack of clarity on key follow-up issues.
- Lack of senior-level alignment
 - Delay and uncertainty causes rapid value erosion.
- Lack of clear integration roadmap
 - Key leaders, teams or functions base independent actions on partially informed assumptions.
- Absence of timely leadership and communications on “hot-button” issues
 - Rumors and distractions cause value erosion.

Net impact: Lost of speed, synergies and business stability

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Why start with “Game Day”?

- Provide common understanding of best practices and risk factors
- Jumpstart the integration planning and preparation
- Clearly link the strategic deal context with integration objectives and requirements
- Understand the executives’ perspectives
 - Issues: Emotional, political, rational
 - Focus and priorities
 - Their point of view (both individually and collectively)
 - Degree of alignment
- Build consensus as to the plan forward, the approach, priorities and key issues to address
- Outline the immediate next steps to take: What, who, when and how

Game Day Basics

Game Day is a facilitated working session with the key decision makers of the acquiring and target companies, to ensure strategic alignment in preparation for post-Announcement Day integration planning.

An executive alignment work session:

- Requires the senior executive team to devote the time and focus necessary to make the strategic decisions so that tactical integration planning and work can begin
- Prepares everyone for decisions required before or immediately following Announcement Day.
- Ensures a fast launch to integration because everyone is aligned to mission-critical decisions and objectives, with no loss in traction
- Empowers the integration management team to set the cadence, coordinate and mobilize the integration effort.
- Provides timely, facilitated discussions to enable the senior management team to gain consensus and align around key issues.

Who is the M&A Leadership Council?





Thank You

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