

# M&A Culture Integration Playbook

**Could your M&A integrations go smoother?  
Would you like to maximize your deal's value?**



## M&A Culture Integration Drives Value:

Having a culture integration solution as part of your M&A due diligence and integration phases will 1) *Increase deal value by identifying issues early*, 2) *Create a game plan to deal with them*, 3) *Improve integration execution*, 4) *Prevent talent and culture challenges down the road*.

- A recent Deloitte survey found that 76% of executives think cultural alignment is important to an effective integration, but 1 in 3 said that it was not done effectively. They also identified related factors for transactions not realizing their value including: execution / integration gaps, talent issues, and not achieving cultural alignment. <sup>1</sup>
- Another study found that 30% of mergers & acquisitions failed due to cultural factors. <sup>2</sup>

## M&A Culture Integration Playbook:

Each M&A integration is unique and will likely benefit from one or more culture integration solutions. Stewart Leadership offers a comprehensive playbook of solutions that in consultation with you, will be tailor fit to your deal specifics.

- **Culture Assessment and Alignment:** Leveraging a proprietary assessment tool, we will conduct a culture assessment that highlights 1) Culture alignment and risks across the different organizations on 8 dimensions 2) Employee satisfaction & retention risk 3) Strengths and opportunities. Leveraging this intelligence, we will craft a culture integration game plan that targets improvement opportunities and leverages cultural strengths.
- **Change Management:** Every M&A introduces some degree of change to the organizations. Our approach will support you to 1) Identify & prioritize change management risks and opportunities 2) Create an executable change plan to address them 3) Measure and sustain progress over time
- **Organization Alignment:** One of the most important strategic decisions faced during an M&A integration is how the new company will operate to execute its strategy. Our organization alignment solution will help you 1) Drive rapid organization alignment decisions in line with the strategy 2) Strengthen alignment and teamwork among the executive team 3) Build capability for the organization to sustain and renew the organization over time, as integration occurs

## About Stewart Leadership:

Stewart Leadership has been delivering leadership, change, and talent consulting, coaching, and training for over thirty-five years to Fortune 500 companies, mid-size organizations, start-ups, and government agencies throughout the world. Please visit [www.stewartleadership.com](http://www.stewartleadership.com) for a listing of our many clients and successes.

<sup>1</sup> *The state of the deal, M&A trends 2019*

<sup>2</sup> Isaac Dixon, *Culture Management and Mergers and Acquisitions*, Society for Human Resource Management case study, March 2005.