

Employee Communication During Mergers And Acquisitions

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Communicating Corporate Change
Communicating with Employees about Mergers
The Role of Public Relations and Formal and Informal Socialization During Mergers and Acquisitions
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Mergers & Acquisitions
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South Austin Coalition Community Council V. SBC Communications, INC.
Across the Board
Mr Simon Barrow Nathan David Ainspan Tobias Herdt Mary Kristine G. Facto Geneva Seybold Patricia Therese Whalen Kristian Hedengran Larsen Clarke L. Caywood Lisa Fiona Campbell United States. Bureau of Foreign and Domestic Commerce Gerry S. Malone National Industrial Conference Board

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communication is the key to organisational success and nowhere is this truism more apparent than in the influence of internal communication during a transformational process as dramatic as a merger or acquisition during the complex process of bringing the two sets of employees together continuous effort is crucial for keeping in touch with how people feel communicating information clearly across both bidder and target and beginning the process of creating a new culture for the merged company communication is vital but information on what to do when and how to overcome or at least minimise the practical problems inherent in trying to communicate at a time when there is often little news and when so much must remain confidential is essential employee communication during mergers and acquisitions provides a blueprint for your internal communication during a merger or acquisition it contains checklists examples and tables to help busy communication and integration teams by providing them with practical guidance and examples of what they should consider the authors start with the genesis of your strategy and the statutory framework before the partner company has been identified then move on to each of the stages of negotiation merger announcement pre merger preparation and in the critical first 100 days following the merger the book includes chapters exploring the process of developing the employer brand for the new entity as well as of measuring and building on the success of your strategy and is illustrated throughout by a range of case studies

inhaltsangabe summary m a transactions and corporate change are frequent occurrences in the globalized economies of today c f section external growth and

communication as global trends page 1 on a global scale led by the u s the european union and germany m a transactions have clearly become a global mega trend despite their growing popularity m a transactions often fail to produce the desired outcomes c f section m a failure and corporate communications page 5 this is partly due to poor m a communication the study at hand has several aims to discuss the significance of m a communication for the overall success of a transaction to establish the general determinants for the quality of m a communication the key success factors to examine the individual determinants the factors determining the quantitative and qualitative deployment of m a communication and its adjustment to the varying preconditions of different transactions secondary as well as primary data led to the conclusion that m a communication is of high significance to the success of an m a transaction and can impact its results even if m a communication can never be the single most important factor determining merger success or failure corporations acknowledging the significance of best practice m a communication have a higher m a success probability and avoid opportunity costs as described in more detail in section the significance of m a communication for the overall success of a transaction page 51 m a communication derives its significance from the functions it fulfills in the course of the interviews those functions could be identified as reputation function manipulation function information function acceptance function action function security function and motivation function in the context of post merger integration communication especially the possibility to decrease employees level of change resistance uncertainty frustration and demotivation is of particular value to transaction success even if communication per se is a qualitative not a quantitative factor the study at hand concludes that there are ways to assess and evaluate communication success if communication is ranked against what communication can possibly accomplish communication success can be defined and measured c f section the assessment of m a communication success page 57 as communication is significant to m a transaction success and as

setting out to investigate how management should communicate in m a situations in

order to establish the right prerequisites for a successful outcome communication the key to successful mergers acquisitions takes an academic point of departure towards the investigation of why the majority of m as turn out unsuccessfully touching upon the areas of change communication conflict communication and corporate culture the author observes and takes into account the argumentation and viewpoints of several academics and business professionals ensuring a in depth analysis of the relationship between communication and the outcome of m as before concluding and presenting his recommendations for management communication during m as the author covers a lot of ground academic as well as practical and opens the door to the complex and interesting world of organisational communication

this text seeks to help the reader decide when to consider a law firm merger and how to make the many decisions involved in completing a merger it includes several exhibits questionnaires and checklists which also appear on the accompanying diskette

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