

6 best practices for MERGER & ACQUISITION COMMUNICATIONS

When two companies begin the process to merge operations, communication is key. Success isn't just about having a strong **operational** integration plan, it's also dependent on a well thought out merger and acquisition (M&A) **communications** plan.

STORYTELLING

Explain the rationale for the transaction through clear messaging. Ensure your audiences understand the strategy behind it and know how it will impact them.



TIMING IS CRITICAL



Develop a timeline to communicate process milestones and manage deadlines. Include both companies in your change management action plan, along with assigned roles and responsibilities.

PREPARE FOR LEAKS

Create a leak strategy to prepare for worst-case scenarios and manage rumors.

Build out messaging and template materials, such as news releases, spokesperson statements and customer emails.

ARM YOUR MANAGERS

Engage trusted employees. Keep managers and HR representatives well-informed throughout the M&A process. These are the people employees will turn to when they have questions.

OPENLY ANSWER QUESTIONS

Start a Q&A to address inevitable questions from employees, customers, partners, media, etc.

A master FAQ will also ensure that language is consistent across executives and managers, limiting misinterpretations.

THINK PAST THE "DEAL"

Communicate, then do it again. It's impossible to over-communicate. Also, vary your method to reach and engage all audiences: hold meetings, utilize the corporate intranet and website, write in the company newsletter, etc.

Don't overlook these six simple, but crucial, elements when developing your M&A communications plan.

Let Standing Partnership help you succeed at change with our e-book:
Communicating Through Organizational Change.

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