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VIDEO SUMMARY:

Making Integration Successful From Both Sides of the Deal



M&A Virtual Summit

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KEY TAKE-AWAYS:

1

An Agile approach on both sides of the deal makes all the difference;

without this approach, earnouts will not be great because you do not want to be fixed on a goal that is not working -you need to be able to pivot as problems and unforeseen complications arise (i.e. COVID-19).

2

The integration team on the buy-side often needs to stay longer than 6 months and should really take the long view

to help acquisitions grow roots in the acquiring company; This often means overinvesting time and resources in the first year and helping to analyze and scale the target business being acquired; a good rule of thumb is the integration team should stay with the deal as long as it can add value.

3

A steering committee with functional leaders helps clear the way for quick alignment and decision making;

on a related note, keeping a cadence of weekly integration meetings also helps.

4

Tools that create transparency and open communication should be leveraged since people need access to information during integration;

freely sharing information builds trust and helps to accelerate the onboarding process.

KEY TAKE-AWAYS:

5

On both sides of a deal, there is a need to focus on people; therefore, a leadership kick-off play is very effective: after due diligence,

bring all functional leaders from both sides together to meet their counterparts and to formulate how they will work together, what their teams will be like, what their goals are, and, ultimately, what success will look like.



Watch Video Here

<https://dealroom.net/webinars/making-integration-successful-from-both-sides-of-the-deal>