

Effectively tackle merger and acquisition communication



How to overcome 5 of the toughest challenges

Did you know that many merger and acquisition (M&A) change initiatives fail because of ineffective communication? To make sure **change communication is a success**, here are 5 of the **toughest challenges** and **how to address them**.

Challenges

50%

of M&A failures are related to **ineffective communication**¹

Almost

80%

of employees are initially **resistant to change**²

87%

of employees are **not engaged** during M&As³

78%

of leaders are **not using consistent messaging** to communicate the change's goals⁴

Leaders are

15x

more likely to use **conceptual language** when communicating change⁵

Solutions



Build a communication plan

Include strategies on **what you want to achieve and a timeline** to effectively update employees on change.



Make the change tangible

Help employees **visualize the future and imagine** their role by **creating infographics** that illustrates the change and what it takes to get there.



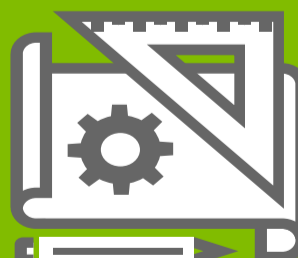
Tailor the experience to employees' needs

Employees are more engaged when content is relevant to them. Conduct focus groups, then **use what you learn to define communication** that meets employees' needs.



Tell a compelling story

Try communicating the change **through a story**. When crafting your story, be sure to include: what's happening now, what is going to happen and **what the change means for employees**.



Be specific

You've probably already communicated the big picture. Now, provide **tangible details about what's changing** that will help employees do their jobs.

¹Project Management Institute

²Maurer

³Gallup

⁴McKinsey & Company

⁵Academy of Management Journal