



The Onsite Executive Strategy Briefing with senior executives of the acquirer's key management team is typically conducted when the deal probability is about 80%.

This allows at least one month before the anticipated closing date to prepare for the pending surge of activity on Day 1.

Atlanta - Boston - Chicago
Dallas - Detroit - Houston
Los Angeles - Miami
New York - Philadelphia
Phoenix - San Francisco

Executive Strategy Briefing

We will facilitate a 2-4 hour onsite Executive Integration Strategy Briefing to help the acquirer's senior management team put the puzzle pieces together for the pending integration project. This is the first step in our proven Project: 100 Days™ methodology. The session will be tailored to meet our clients' needs, based upon:

- The anticipated level of integration
- The team experience with M&A transactions
- The proposed speed of the post merger integration process
- The degree of due diligence analysis made available prior to the briefing

We will execute an NDA prior to the briefing, due to the highly confidential nature of topics to be discussed.

Executive Briefing Format

- **A roll-up-the-sleeves workshop... NOT a sales pitch.**
- Two – Four Hour Executive Meeting.
- Executives, including HR, IT, Legal, Financial, Sales, Operations, Etc.
- Target Company Executive member attendance is optional.
- Consider a hotel conference room or other off-site location.
 - For confidentiality purposes if the deal has not closed.
 - To FOCUS the executive team on this integration project.
- Flip Charts with plenty of blank wall space.
- No internet connection required.

Management Understanding and Capacity

Generally, companies underestimate both the cost (5% to 10% of the deal value) and the skills required to integrate two businesses. While they may spend significant fees on deal advisers, they often then take the post-deal work back in-house. Too often, they ask their management teams, who do not have a clear understanding of the goals and synergies of the acquisition, to “just integrate” the two companies. The “Flight Plan” produced as a result of the Executive Briefing will serve as a guide.

(cont'd.)



Put the puzzle pieces together with an Integration Strategy “Flight Plan.”

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Typical Agenda

The agenda for the Executive Briefing will be reviewed and agreed upon prior to the session with the executive team:

- Review the Business Case and anticipated planned synergies.
- Determine the level of integration by each functional area.
- Outline high-level Day 1 activities and 100 Day integration milestones.
- Review intracompany communications plans.
- Identify risk factors/mitigation by functional area.
- Identify company cultural differences.
- Review the impact of IT Integration across functional areas.
- Identify Integration Team Members with roles and responsibilities.

“We help our clients quickly realize deal synergies for their acquisitions using our accelerated integration approach, allowing a swift return to business as usual.”

Executive Briefing Deliverable – The “Flight Plan”

The results of this high-level meeting will be captured in an Integration Project "Flight Plan" that documents the collective thinking of the executive team. This 3-5 page document may then be used as a guide for subsequent planning and follow-on functional area integration strategy meetings and workshops. The management team will take away a solid, informed platform for the post-deal transition to:

- Ensure leadership team understanding and stakeholder ownership around key acquisition post-close priorities.
- Identify at a high-level, the program organization with the internal and external resources required.
- Obtain an understanding of the pace and sequencing of critical tasks to assure the capture of deal synergies.
- Generate ideas on how to keep critical talent in place and get the most out of the potential acquired company's management organization.
- Gain alignment on key risks and remediation going forward.
- Obtain agreement on the approach for communicating the appropriate information to employees, customers, vendors and other stakeholders.

This high-energy session will define the who, what, when and where of the upcoming post merger integration project, making sure that all of the executives are on the same page.