



The creation of acquisition playbooks enables the deployment of a repeatable methodology that will provide for the delivery of far more successful integrations than the development of a series of disconnected and unplanned activities for each deal.

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M&A Integration Playbooks

An M&A Integration Playbook is a project management tool that enables serial acquirers to systematically plan and deliver deals post-closing. Consider it to be a “toolbox” that contains relevant sections that can be selected to address the issues of a particular acquisition.

Although integration plans are never the same, due to differing risks, issues, and scenarios, using a playbook will enable acquirers to provide a focused and relevant set of actions plans. There is no need to “reinvent the wheel” for each transaction. Instead, take advantage of the prior knowledge that has been assembled into a readily available guide.

Don't "reinvent the M&A integration wheel" for each transaction.

Playbook Format

Integration Playbooks, typically 30-50 pages, may be presented in different variants from ones designed for supporting executive oversight to ones with the tactical details and templates needed by project team members. Below is a general outline of contents representative of some of the elements found in a playbook:

- Overview
- Guiding Principles
 - Key Success Factors
 - Synergy Overview
 - Cultural Issue Awareness
 - Measurement and Feedback
- Structure
 - Organization Structure
 - The Steering Committee
 - Acquisition Integration Team
- Governance
- Process
 - Integration Strategy during Due Diligence
 - Integration Planning
 - Execution: Integration Management during Stabilization (100 Days)
- Communications to All Parties

Although no two deal scenarios will be the same, each transaction playbook, developed from a comprehensive and flexible project management tool, will be tailored to the specifics of that deal.