



MASTERING THE MERGER

IN THE PAST 3 YEARS THERE WERE MORE
THAN 800 CREDIT UNION MERGERS

What does this mean to you? It means that statistically you have a good chance of being one of these organizations.

McKinsey consulting organization did a study of 160 merged organizations of all sizes and across several industries. They found that most organizations overestimate the results that can be achieved from synergies of scope, scale, best practices, shared capabilities, and the positive energy that comes from the new combination. A few companies, however, emerged as "Merger Masters" because they grew 40% faster than their industry peers and generated 22% higher returns than the S&P average. They all had one thing in common. They had a conscious focus on asset growth to prevent short term cost saving from undermining long term value creation.

As part of the Allied advantage our Mergers and Acquisitions Alliance team stands ready to provide you the support you need to "master the merger." Contact us to learn more.



“People change what they do...not because they are given analysis that shifts their thinking; they change because they are shown a truth that influences their feelings.

This is especially so in large-scale organizational change.”

John P. Kotter
from *The Heart of Change*



MASTERING THE MERGER PROCESS

LEADERSHIP & FOCUS

Establishing top-down leadership alignment and focused accountability for achieving the vision, goals and strategy of the merger. This includes facilitated consensus-building with the new top team, vital factor metrics, field assessment and a consolidated brand platform supported by leadership.



COMMITMENT & ACTION

Developing commitment and action throughout the new organization by aligning each employee’s personal brand and behavior with the new member-centric business brand. This includes facilitating employee engagement, measuring field relevance, and practicing the skills, attitudes, beliefs and values that drive member needs-focused behavior.



REFINEMENT & SUSTAINMENT

Refining the member-centric skills, attitudes, beliefs and values of employees while sustaining the scalability of the merged company. This includes member-centric coaching, field reassessment and communication and a best-practice selection process that leverages behavioral interviewing.

THE FOUR MERGER & ACQUISITION PRIORITIES SHARED BY THE “MERGER MASTERS”

1. Create a plan for growth early in the integration cycle.
2. Protect existing client revenue first.
3. Balance cost decisions with revenue needs.
4. Install a performance culture geared for growth.



CREATING SOLUTIONS THROUGH PARTNERSHIPS.™

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