

MERGER ACTION PLAN¹

Identified Phases of Change Management required

1. Commercial Agreement
2. Planning
3. Fit Quick
4. Work Quick
5. Grow Quick

Phase 1: Commercial Agreement		
Action-step	Co-ordinator	Date by
Decision:- does it fit? Are all parties comfortable?		
Partners to agree commercial aspects of merger arriving at Heads of Agreement		
Satisfy any conditions of Heads of Agreement		
Meetings between key members of staff and management		

Phase 2: Planning		
Generally planning conducted by Executive		
Action-step	Co-ordinator	Date by
Partners to agree Vision for merged firm and communicable message		
Plan Fit Quick - below		
Inform staff Staff meet-and-greet		
Identify key members of staff for implementation teams – see below phases		
Logistics – <ul style="list-style-type: none">• identify dates,		

¹ This article does not constitute “advice”. Care should be taken when applying the principles espoused and should not be done without consulting your financial and legal advisers. It is important to realise that individual and specific circumstances will need to be taken into account and accordingly the writer is not to be held responsible for any actions taken as a result of this article.

<ul style="list-style-type: none"> • identify furniture etc to move, • physically moving office, • informing clients • telephone numbers/forwarding • mail/forwarding 		
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Phase 3: Fit Quick		
Before physical move: Generally Executive-led		
Action-step	Co-ordinator	Date by
State and communicate Vision, Mission, Values Statement		
Discuss team structures and client portfolios and blend both sets, resourcing client portfolios with appropriate staff experience		
Clarify functional responsibilities and reporting lines for both client work and internal function eg HR, Marketing, etc		
Plan Work Quick – see below.		
Settle staff contracts transfers		
Staff engagement exercises with new entity, vision, brand, leadership and where to now?		

Phase 4: Work Quick		
As soon as physical move is made: Executive led, but integration teams can be identified to implement. General process is for teams to conduct analysis, discuss recommendations with management and implement integration		
Action-step	Co-ordinator	Date by
Analyse and plan to move systems over (or not, or phase out):-		
Compare Procedures manuals and integrate		
Train staff in new systems and software:- <ul style="list-style-type: none"> • Initial formal sessions? • Identify “product champions” as go-to people 		

Phase 5: Grow Quick		
Executive-led, involving middle-managers; generally commencing after substantial integration of people and systems achieved.		
Action-step	Co-ordinator	Date by
Plan Grow Quick – as follows.		
Vision/internal branding communication strategy		
Action the movement of staff into customer portfolios/responsibility areas		
Conduct SMART Marketing Plan		
Establish continuous review		