



Insight

Merger Integration, How Successful CEOs Realize Synergies

By Brian Graves

Most mergers fail to achieve the synergies built into the deal within two years and destroy wealth for the shareholders. So, how do successful CEOs quickly realize synergies across two merged companies and consistently create shareholder wealth?

They actively manage the Pre-merger activity. The Banc One/JP Morgan merger is a prime example of how this can be done effectively.

This paper discusses the processes for accelerating post merger integration

- ❖ *Market Assessment*
- ❖ *Product/Service Assessment*
- ❖ *Organization Assessment Capabilities, Roles, vs Needs (training/hire in)*
- ❖ *System & Process Assessment (linking information)*
- ❖ *Customer Focus/ Communication to customers & Employees*
- ❖ *Detailed Plans & Measured Execution*
- ❖ *Strong Leadership*
- ❖ *Metrics*
- ❖ *Execution & Delegation*

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