



# M&A Communications

*When your company goes through massive change, we help ensure your people stay with you.*

*Blue Beyond has worked with many Fortune 500 organizations over the past decade to help ensure employees stay engaged and focused through massive changes like mergers, acquisitions, divestitures, and spin-offs.*

*Our M&A work ranges from strategic planning to executional support – particularly as it relates to the “people side” of the change effort. Oftentimes, we work alongside large consultancies that are focused on developing the overall project implementation plan. We ensure employees are considered, informed, and “brought with you” along the way. We work best with leadership teams that recognize the importance of culture integration, leadership alignment, organizational effectiveness, and manager enablement activities – seeing that work as critical to their implementation efforts and the sustainability of the business.*

## A WELL-PLANNED, COLLABORATIVE APPROACH TO HELP TEAMS NAVIGATE EACH PHASE OF THE MERGER, ACQUISITION, OR DIVESTITURE

Blue Beyond engagements emphasize a close partnership with the executives, functional teams and project work streams primarily responsible for integration success. We take a collaborative approach to building and executing a comprehensive communications strategy and plan across all phases of the organizational change activities.

### Typical deliverables include:

- Holistic communications strategy (including best practice recommendations) and detailed work plans to support each phase of the M&A, including pre-close, Day One and post-merger,
- Communications governance model
- Manager enablement and communication materials, typically including (but not limited to):
  - Key messaging and FAQs
  - Strategy presentations in support of critical stakeholder conversations
  - “Walk around” decks for face-to-face discussions
  - Broadly distributed leader communications
  - Intranet/portal content dedicated to change information and updates
  - Periodic updates through digital channels and/or webcasts
  - HR-specific communications
  - Employee “listening posts”
  - Customer-facing materials
  - Coordination with brand teams



## EFFECTIVE COMMUNICATION STARTS WITH GOOD QUESTIONS – AND STRATEGIC STAKEHOLDER MAPPING

We start with questions instead of answers. Our goal is to fully understand your perspective on objectives, what's working well, and where the opportunities lie. Then we quickly jump into the work in ways that add value and minimize disruptions.

From there, Blue Beyond works with clients to identify key stakeholders and develop strategies to gain their buy-in and support. This is not a check-the-box exercise; it is a thoughtful approach that sets a solid foundation for the critical work ahead. Based on this understanding, we develop messaging targeted to specific audiences and recommend ways to leverage – or supplement – existing communication channels to effectively reach those audiences.

*We understand the complexities of the change and determine the right approach to support its success. We don't take a one-size-fits all approach, but instead partner closely with our clients to create and implement change strategies and plans that are tailored to their specific business situation and environment.*



Building effective organizations where both the business and people thrive. Blue Beyond helps leaders and teams succeed. We are people-side-of-business generalists who are expert in the “soft stuff” that is so often the hard stuff—leadership, communication, change, culture, organizational effectiveness, talent management, and employee engagement. We partner with our clients to envision possibilities, activate their people, execute with excellence, and achieve breakthroughs.

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