

COMMUNICATIONS CHECKLIST

for

M&A PREPERATION AND EXECUTION

I. Preparing for a Transaction

- Identify the integration team of key executives: Strategy, Finance, IT, Communications, Legal, BD, HR, Operations – Service and Market
- Identify integration office leader
- Create general schedule for communication based on anticipated transaction timeline (due diligence, opening, closing) and assign responsible parties
- Develop umbrella messaging for M&A transaction – the storytelling “why” for leadership change stories
- Assign internal and external communications documents – draft communication “shells”
 - Announcement to employees (written)
 - Announcement to employees (video/teleconference) script
 - Town Hall presentation for employees
 - Determine if additional onsite meetings will be needed
 - Announcement to customers
 - LMI L2/L3 talking points
 - Announcement to vendors and subcontractors
 - News releases
 - Social media strategy
 - Draft template posts that can be customized quickly when ready for use
 - Employee FAQ, Management FAQ
 - Manager talking points – change story development for key leaders
- Coordinate with Finance and Legal to develop an agreed upon process to approve communications materials - include external legal counsel and banking partners.
- Identify key media outlets and reporters for transaction outreach

Ia. Communications Preperation

- Develop and maintain a list of key assets, communications channels, events
- Educate team about disclosure expectations
- Consider all-company reminders of media and social media policies on a regular basis (quarterly, bi-annual)

II. Pre-Acquisition Activities

- Develop/refresh media policies and procedures and identify key spokespersons
- Engage media/social media monitoring
- Identify Leak “Response Team”
 - Develop media holding statements and associated internal communications plans
 - No Comment (common)
 - No Comment+ (less common)
 - Formal response (rare)
 - Accelerated announcement (very rare)
- Develop a detailed timeline (tick-tock) for announcement.

III. Internal Communications and Announcement

- Hold all-hands meeting with managers to update and explain process
 - Ask managers to meet with their employees and to submit any questions to designated POC
- Hold Town Hall meetings with employees, determine on-sites
- Employee communication
- Distribute letters with press release

- Post information to intranet
 - Establish a place for employee transaction-related FAQs
- Begin customer communications
- Issue letter to customers
- Schedule phone and/or face-to-face meetings with customers following announcements
- Issue announcement press release and conduct select outreach
- Post news release to both corporate websites

V. Ongoing Communications

- Plan for regular updates to employees
- Gather employee questions, concerns and ideas – keep the FAQs updated
- Address questions weekly via email, newsletter or intranet
- Identify a single HR POC to manage specific employee concerns
- Plan company event(s) to celebrate closing milestone; integration milestones
 - Consider informal events to improve cultural integration
- Schedule media events with key publications to introduce leadership team, share vision

Are you ready to see us in action? Schedule your consultation and let's get you on the books. We're ready to help your organization transform and grow!

Please contact us at info@audaciastategies.com, call us at: 202-521-7917