

## **Mergers and Acquisitions\_Integration of Operations and Consolidation of Accounts**

### **General Objectives:**

Mergers and Acquisitions are a great opportunity to reposition and develop companies, however, historically it is confirmed that many of the decisions made within them have proven to be harmful and some even fatal. This Course aims to provide participants with the knowledge and skills to identify the necessary measures to be applied in M&A processes, as well as the avoidance factors.

The course provides financial and non-financial managers with an insight into planning and strategies for post-merger and acquisition integration, focusing mainly on the practical aspects of activities and critical factors in defining strategies for successful long-term integrations.

### **Objetivos Específicos:**

At the end of the course participants will know:

- Frame in a long-term view the processes of Mergers and Acquisitions and know the main issues and procedures associated;
- Conduct an integration process of Mergers and Acquisitions;
- Identify the main problems and "traps" that these processes contain;
- Have a good knowledge of best practices to avoid post-merger problems.

### **Recipients:**

This course is intended for Senior Managers currently involved in, and with responsibilities for, mergers and acquisitions of companies, or, who are thinking of expanding their companies in the near future involving this type of process.

### **Duration:**

18 Hours

## **Content Program**

### **Module I - The Merger & Acquisition Process**

- Introduction to the transactions type of Merger & Acquisition process;
- Review of the Merger and Acquisition process;
- The construction of the "integration" team;
- The main issues and concerns to take into account.

### **Module II - Strategic Planning**

- Define the strategic framework and objectives of the new entity;
- Defining a roadmap schedule for long-term goals;
- Address product and channel conflicts;
- Establish an effective communication strategy;
- Expect planning, redundancy, and cost reduction goals;
- Analyze and identify duplicated activities and functions;
- Define long-term and operational communication structures.

### **Module III - The first 3 months**

- Define and resolve in the short and medium term the main goals and expectations that exist;
- Have an effective communication and messaging system in place;
- Attention to Reporting Systems and Information Requirements;
- Team Leadership and Training;
- Financial Planning and Budgeting;
- Defining effective metrics and performance indicators (KPI's).

### **Module IV - The importance of the next 18 months**

- Operational changes and procedures;
- Product rationalization and phase-out;

- Branding and naming conventions;
- Product messaging and positioning;
- Logistics;
- Product development needs / rationalizations;
- IT systems integration;
- Financial reporting and system consolidation.

## **Module V - Analysis and Review - 24 to 36 months**

- Post-evaluation of the financial transaction;
- Operational issues and concerns - definition of resolution timings.

## **Module VI - Question and answer session**