

SEO DETAILS:

Page Title: Acquisitions and Corporate Cultures | [INSERT RELATED SERVICE] | [INSERT FIRM NAME]

Meta Description: [NAME OF FIRM] shares insights and strategies on ways to effectively merge corporate cultures before, during and after a business acquisition.

Headline: Cultural Considerations Matter When Acquiring an Operating Entity

BODY COPY:

When it comes to making business acquisitions, victory comes in many forms and means different things to different players. For some, it's all about acquiring a great business at an attractive cost. For others, sizeable cash flows and broader economies of scale are the rewards. Still, victory in the acquisition game is almost never possible without first devising and then deploying a winning corporate culture integration strategy.

Think about it: Two businesses...two employee rosters...potentially multiple facilities in diverse geographies...different client bases...different processes...different policies...different cultures...

What could possibly go wrong?

Actually, quite a lot. When two entities join forces, be it through acquisition, combination, strategic partnership or other means, there must be proactive steps taken to merge cultures seamlessly.

There are books available on this subject. Suffice it to say, we could discuss this in great detail in multiple blog posts and still not do the topic justice. Therefore, we offer you a few choice high-level thoughts to ponder as you think through all phases of your acquisition strategy.

- **Understand your own culture.** It's little use asking others to adhere to your systems, policies and norms if you don't completely understand them yourself. Take some time, gather your internal team leaders in a room, and hash it out.
- **Ensure that your culture is well defined and wholly embraced at the management level.** Culture starts at the top and emanates downward. Without executives taking the lead on cultural norms and issues, there's usually little support through the ranks.
- To that end, **try to define who drives the culture**—in your firm, and the acquisition target. Observe the company before you buy; analyze the management—its style, its procedures, etc. See how employees interact with one another. Check out the company's social media presence. Seek out former employees and get the lowdown from them. You'll get some good feedback, some not-so-good feedback, but either way, you'll be doing the necessary due diligence.
- **Conduct internal research.** How will your current employees accept the new employees into your culture? And how will success be measured? To help in this regard, there are many proven human resource tools, including but not limited to HR assimilation practices, behavioral assessments, trainings, retreats and more.

There are many more cultural considerations involved in acquiring a business, but these points should get the discussion started, and hopefully guide you down the path to a seamless integration.

CLOSE:

Do you have questions about developing and implementing a winning corporate culture integration strategy? Please contact [NAME] in our [DEPARTMENT] at [NUMBER/EMAIL].

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