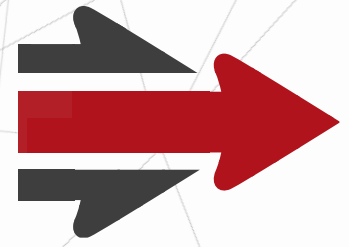


how to manage change



Whether your company is being acquired, acquiring or merging with another corporation, it can be among the most stressful times for both leadership and employees. Even if it's in the best interest of all involved, change isn't easy.

An effective communications strategy can be the difference between one that keeps day-to-day operations running smoothly and one that leaves employees confused, nervous or disengaged.



have you checked the boxes when it comes to planning your merger or acquisition?

- Has the M&A team been identified?
- Have you identified your internal and external stakeholders?
- Do you know what the most effective ways to reach your audiences are?
- Have you identified the greatest fears of management, employees, customers, vendors, suppliers, media?
- Do you have messaging prepared for each of your audiences?
- Have you identified and trained spokespeople or ambassadors to help manage your messages?
- Have you created a communications plan that includes pre-, during and post-transition communications?
- Do you know how the M or A will impact your brand? Your website? Your collateral?
- Do you have a means for tracking and responding to sentiment in the news or on social media?

At akhia communications, we know that for every business challenge, there is a communications opportunity—especially when it comes to the complexities of mergers and acquisitions. We have successfully helped companies of all sizes, public or private, navigate this major change.

Let us help you keep your internal and external stakeholders focused on the right things and keep your business running smoothly.



kelly mcgrath | associate director, operations
330 463 5650 | kelly.mcgrath@akhia.com