

How Jive Bridges the Cultural Divide

During Mergers & Acquisitions



According to consolidated research and a Harvard Business Review study, between **70% & 90%** of Mergers and Acquisitions fail.

Source: Business Review Europe

Cultural Integration

In a study 33% of respondents blame cultural integration issues as the reason for failure.

Source: AON Hewitt



The Main Reasons for Failure

In research conducted by AON Hewitt, five of the top ten reasons given for mergers and acquisitions failing to deliver on expectations and shareholders value were associated with people and cultural integration.



33%

Cited cultural integration issues



32%

Cited inconsistent/unclear communication



30%

Cited insufficient attention to workforce/people issues



22%

Cited leadership infighting and/or buy-in



18%

Cited failure to implement appropriate organisational structure

Where It All Goes Wrong

Lack of information leads to distrust and fear about the future. The result is disengagement and wavering loyalty.

Different systems and working practices keeps employees apart. What emerges is an 'us vs them' mindset creating internal competition and conflict.

With confusion about the new culture of the merged organisations, people may find it difficult to connect with new colleagues across sub-cultures.

Integration tasks consume far too much attention and time, distracting people from core business to the detriment of productivity, revenue and customers.

Doubt and uncertainty combined with a reduced sense of belonging leads to reduced employee engagement and ultimately, the loss of key talent.

Lack of Buy-in

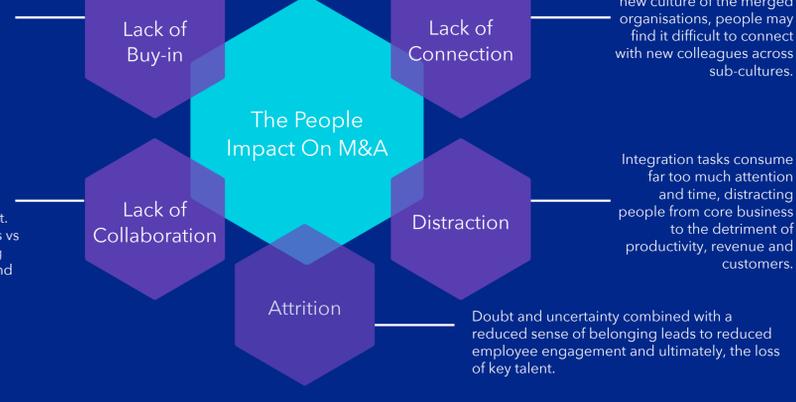
Lack of Connection

Lack of Collaboration

Distraction

Attrition

The People Impact On M&A



How Jive Bridges the Cultural Divide

From our experience, we see four human strategies that play a significant role in the success of any merger or acquisition:

Cultural Assimilation

Defining the culture of the merged organisation, communicating this and enabling cultural transformation.

Fostering Collaboration

Connecting everyone across the merged entity, enabling them to contribute to conversations and create and self-organise communities.

Strategic Alignment

Ensuring clarity around the strategy of the merged organisation and through communication and collaboration ensuring buy-in.

Communicating Change

Creating a communication channel that bridges disparate locations, geographies and organisational structure that drives employee engagement in change.

The Jive Effect

Organisations that are utilising Jive as the collaboration hub for communication and employee engagement see significant benefits - here is just some of the value delivered.

34%

Increase in employee connectiveness

37%

Increase in project collaboration & productivity

32%

Increase in ideas generated within the company

29%

Increase in executive communication

25%

Reduction in onboarding time

25%

Decrease in time to find information & experts

Jive is the leading provider of modern communication and collaboration solutions. We help organisations to unite cultures, attract and retain talent, breakdown geographic and divisional barriers and drive greater productivity and leverage through more effective collaboration.

Whether you are currently going through a merger or acquisition or just looking for greater employee engagement, we would love to explore with you how Jive can help.

You can contact the Jive team by visiting www.jivesoftware.com or call us directly on +44 118 402 6900