

Mergers with the benefit of hindsight

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From the vision you started with was it successful?

This was our final question to participants in the survey, and we heard cautionary tales about merging and a lot of doubt about the success however compelling the original strategic argument, if there was one. Those that remained true to their criteria for merging saw success. Those that looked at the merger as an opportunity to adopt and re-evaluate how to change so there was improvement for both firms, and who saw it as wholesale transformation saw the greatest success. Sadly, many said it had not fulfilled expectations.

It was universally agreed that any merger or acquisition needs proper resource and careful planning. The firms we spoke to believed that they had followed that principle, but their hindsight comments did not always follow the same logic. It is certainly a delicate balance to get the myriad issues right.

A merger's success can take years to really bed-in and firm's must be realistic about that. Rather than wondering how successful it was, how could you measure that success? Check your key criteria for the merger or acquisition. Are your partners making more money? Do they have new clients? Do your clients think you are offering a better service? Time will tell.

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Contact us

If Jonson Beaumont Core can help you with any stage of the project plan pre- or post-merger or you would like to discuss the recruitment of new operation directors, please contact us.

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