

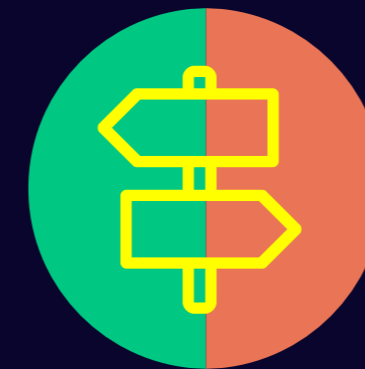
THE DOs AND DON'Ts OF NOT-FOR-PROFIT MERGER INTEGRATION

BAXENDALE

A BAXENDALE QUICK GUIDE

What to do

-  Determine level of integration required based on strategic case for merger
-  Start planning for integration as early as possible
-  Appoint a strong lead for integration and make sure they have capacity
-  Treat integration execution as a major transformation project
-  Communicate early and keep communicating throughout



What can go wrong

-  Not making the link between integration plans and strategic case for the merger
-  Leaving integration planning until after the formal merger is complete
-  Assuming the integration lead can still do their day-job and manage the integration
-  Failing to apply a robust project management approach to integration
-  Not communicating regularly with people impacted by the integration