The Six P's of M&A

Clearing out the roadblocks that commonly get in the way of transformative growth.

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New ownership faces dynamic yet predictable challenges when facilitating changes as part of an acquisition or merger. You have a short window to deliver results, and a muddled vision, unclear expectations, and friction between new blood and the old guard can bury potential.

To keep things moving forward, solidify and clearly articulate the foundational aspects of your business. Without them, your return on investment—and the company itself—will be at risk.

Here, we've outlined the six P's to navigating your transition.

01 Purpose
02 People
03 Positioning
04 Product
05 Process
06 Presentation

01 Purpose

Will the company's purpose change under new leadership? Has it changed already?

What are your goals and objectives for the company? Are they specific? Are they measurable?

Does your mission statement crisply and succinctly communicate why you exist? Is it simple enough for everyone to understand and remember?

How will you communicate your new purpose or affirm the existing one?

02 People

Do you have the right people to satisfy your mission and purpose?

Are there cultural norms or embedded behaviors that need to change?

How can you best communicate this transition to your people?

Will company culture change as a result of new leadership?

How do you establish new expectations that align your team with new leadership?

03 Positioning

Will a change in leadership impact the company's position in the market?

How will you define your market moving forward? Has it changed?

What truly makes you different and special? Are you just drinking your own kool-aid?

How is the company's positioning represented in its brand platform? Does that need to change?

04 Product

Platform/service/offering

Do current offerings align with new leadership’s vision and objectives?

Do your offerings represent who you are or need to be as a company?

What principles govern product development, design, marketing, etc?

Do you need to phase out, replace, or consider subsidiary brands for any products?

05 Process & protocols

Does the company's historical way of doing things align with how you'll do them moving forward?

What are the new expectations and processes the company will need to adhere to?

Are current processes documented, or do they only live in people's heads?

Is the existing team able and willing to learn new ways of doing things?

06 Presentation

Will the company need to change the way it shows up to employees, stakeholders, and customers?

Do you need to change the way you engage with your audiences?

How deeply do you need to alter your brand? Is it a complete reframe, or a lighter retuning?

If you have multiple brands now, how will they relate to each other? Does brand hierarchy need to be defined?

Is your team prepared to support the effort?

Thinking ahead.

By answering these core questions, you develop a clearer picture of where your company stands at the cusp of a transitional leadership change. Understanding how to align the organization's many moving parts will enable your firm to guide it toward a stronger, more profitable future.

Learn more about how Parliament can help your brand navigate ownership and leadership changes.

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Brand transformation
for companies at critical
inflection points

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