

Leadership & Communication.

M&A Communication.

Overview.

Effective communication can help ensure a merger, acquisition or other critical business change is implemented speedily, with minimal disruptions to the organisation, and that it is adopted with broad understanding and support.

From our extensive research of employees across countries and industry sectors, we've observed how poor communication quickly destroys any value of change. Key employee attitudes and behaviours - commitment, job satisfaction, attitude towards the organisation, customer service, performance and productivity - are all at risk during change and they are all influenced by how well leaders communicate.

Research has shown that when a change initiative is first announced, as little as 15 per cent of employees could be expected to embrace the change! And as change rolls out, employees and other stakeholders like customers, shareholders and strategic partners, experience a range of emotions. Some are confident, some feel threatened and others are uncertain about the future.

The power of communication is its ability to help maximise the expected returns of change. We assist our clients to plan and execute communication in ways that mean speedier, more successful implementation of change. Effective communication can also be a valuable tool to minimise disruptions to a business.

Organisations turn to rogenSi to help create real dialogue between managers and employees, so that:

- Leaders understand what their people think,
- Employees understand and support business initiatives, and
- The workforce becomes a dynamic impetus for change.