



Using M&A Integration For Real Business Transformation

An intimate executive roundtable aimed at C-Level Executives and Senior Leaders led by Mark LaScola, Managing Principal of ON THE MARK

February 27th, 2019
4-6:30pm with Dinner Provided
Scottsdale, Arizona

An M&A event can be the perfect time to truly transform your business. Most leaders are keenly aware that a majority of the time, traditional M&A's fail to produce real value, improve business performance and achieve success. Much of this has been attributed to practical ways of working and culture fit. However, adding two businesses together does not make a transformation! In fact, there are few C-Level Execs who understand the transformative opportunities and potential ROI of a real business transformation – much less how to go about it.



Not all M&A integrations are created equal. Using M&A as a catalyst for business transformation is more than just 2+2=4. It requires visionary leadership having to do with a changing strategy, competitive difference, products and services, and customers – leading to new sources of value. It requires bold leadership to begin and execute the integration work differently with a practical understanding that neither operating models are “fit-for-purpose.” The payoff is in the incremental value.

And to make matters more difficult, the traditional approach to M&A integration is a huge barrier to real transformation. Most approaches to M&A integration are based on processes, playbooks and tools that fragmented and sub-optimized the two businesses.

You Are Invited

Please join an intimate discussion with Mark LaScola, Managing Principal of ON THE MARK (www.on-the-mark.com) who is one of the world’s leading practitioners in modernizing operating models collaboratively. Since OTM’s beginnings in 1990, OTM has completed close to 450 redesigns, cross-industry around the globe. Please join in an intimate conversation regarding **Using M&A Integration for Real Business Transformation**.

Together we will discuss those practical issues facing your business today including:

1. Appreciating the practical differences between traditional M&A integration as compared to business transformation unlocked by an M&A event
2. Recognizing the three most significant factors to predicting success in M&A driven business transformation
3. Identifying key strategic work and decisions that must be completed by leaders in pre-deal and early integration phases to get a jump on transformation
4. Acknowledging the criticality of conducting substantive “fit-predictor” work up front
5. How to set up and go about transformation work that delivers an operating model that creates real value

TIMINGS

4:00	Registration, Tea and coffee
4:30	Welcome
4:45	Mark LaScola & Q&A
6:30	Finish

RSVP here (<https://on-the-mark.com/events>) or contact Irena Krstic at ikrstic@on-the-mark.com. Space is limited to 10-12 leaders. Don't wait.



MARK LASCOLA is one of the industry’s leading organization design practitioners, having led and delivered over 300 redesigns over his 30+ years in doing this work.

He is the Founder and Managing Principal of ON THE MARK – a global leader in modernizing operating models. Since its beginnings in 1990, OTM has successfully completed close to 450 redesigns, across most industry sectors, on five continents, in over 35 countries for every type of business function and enterprise wide.

He is the original author of OTM’s industry leading comprehensive, integrated, comprehensive organization design solution based on collaboratively engaging the hearts and minds of your people to solve its own challenges. OTM offers a reliable alternative to the “ants on a picnic basket approach” taken by large consulting houses to organization design work with its unparalleled depth and breadth of experience in collaborative redesign. Mark gives back to the industry by serving as a Board member with the European Organisation Design Forum (EODF) and the Organization Design Community (ODC).

Mark will share his experience over 30 years of business transformations as it relates to current challenges with more modern operating models.