

“10 Keys To Mergers & Acquisitions”

- 1) **Build A Non-Founder/Individual Centric Business** – do not build a business that has too much value in its founder(s) or in a single individual as it can devalue the business and the deal.
- 2) **Create The Right/Open Culture** – prepare your team and your culture for M & A so that they are prepared and so that it is less of a distraction to them or the company as a whole.
- 3) **Get Your Business Practices Together** – have the systems and processes in place that are the expected standards to complete a deal including financials, customer data and general records.
- 4) **Find The Right M & A Team** – set up the right team for the M & A including an M & A board of advisors, counsel, accounting and deal making. Build a team that can raise the value of the deal vs. diminish it.
- 5) **Build The Business During The M & A Process** – continue to build and sell product(s) and to garner customers while strategizing to build a system to complete a deal without jeopardizing your business.
- 6) **Take Inventory Of Personal & Professional Goals** – get an understanding of your goals around the type of deal you would be willing to complete including your needs around financial returns (cash/stock) and time carry-overs.
- 7) **Understand The Difference Between Mergers, Acquisitions, Strategic Investments & Roll Ups** – learn how each of these opportunities play out and stay current with your industry’s trends so you can be prepared for each of them.
- 8) **Know Your Value Drivers** – get a sense of the inherent value in your company and more importantly what is the value to your suitor(s) including customers, vendors, revenues, brand, products, earnings and channel partnerships.
- 9) **Know When To Walk Away** – Have a good sense of the timing and of the environment you are in with a deal and learn when/how to watch for preemptive bids and no shop scenarios and when the deal is no longer viable.
- 10) **Understand The Motivation Of Your Shareholders** – Get a real sense of what your shareholders want/need and keep them informed of your plans and opportunities currently on the table.