



BUSINESS TRANSFORMATION

Mergers, acquisitions, business transfers

For business in confidence © MindForest

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The two most important things in any company do not appear in its balance sheet: its reputation and its people .

HENRI FORD



Are you transferring, acquiring or merging your company?

There are many compulsory stages in a merger, acquisition or transfer operation to :

-  evaluating the acquired business
-  judge the financial means of the buyer
-  contracting the relationship and projecting future performance.

But to favour a purely economic approach to the detriment of the human factor is to forget that it is a story of men and women.

Some facts and figures...



1 operation out of 3
does not succeed

2 transfers out of 3
are a failure due to lack of
preparation by the transferor*

**Source BPI*



30%

of family businesses are passed
on from founder to 2nd
generation



80%

of failures are related
to the human factor



A company made up of men and women

Taking over/merging with a company also means taking over human capital and **its corporate culture**, a real DNA and differentiating factor, especially in the case of SMEs and even more so for family businesses.

For the buyer, the challenge is :



evaluating **the acquired business**



to keep **employees engaged and proud** to belong to the company



avoid any haemorrhaging, particularly of key people, by developing the company without upsetting **its founding values and without creating a culture shock.**

Our approach

Our approach is to accompany the transfer by placing **the human being at the centre**, by emphasising individual and cultural aspects, but also by calling on fundamental factors such as values, communication, emotions, skills and creativity.

We work with the transferor, the teams and the transferee throughout the process. From the definition of the transfer project, with particular emphasis on the internal preparation of the organisation, to the partnership between the transferor and the transferee once the keys have been passed on, and including support for the teams in the change process.

1 Analyse the situation

Assessing aspirations and identifying risks

Helping the buyer to prepare for the sale

2 Conduct a cultural audit Value

Make the company culture tangible and compare it with the profile of the ideal buyer

Valuing the intangible capital

Evaluate the key-man risk

3 Clarify the organisational structure

Facilitate understanding and clarify processes, roles and responsibilities

Identification of the type of management, information flows

4 Contractualise relationships

Formalise the transition period between the two parties

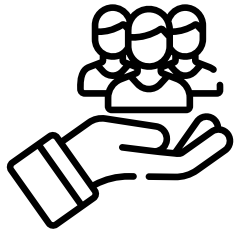
5 Accompany the company during the post signature period

Helping the buyer to immerse himself in the company's culture, gain the trust of his new employees and help him to encourage collaboration

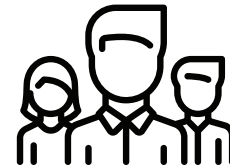
Helping the employees to adhere to the new operating mode and project

Helping the seller to find his place

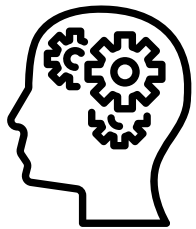
An **all-in-one solution** from MindForest



More than 20 years of experience
in supporting organisational
transformation projects



A multidisciplinary team advocating
operational excellence for a complete
and concrete solution



In-depth knowledge of the local
economic fabric and many industries



A participatory approach based on
collective intelligence throughout
the transmission process

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implementation of new ways of working, development of a sustainable
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