

POST ACQUISITION INTEGRATION EXAMPLE

FIRST 30 DAYS	
Anticipate preferred vision of company and personal needs	
Negotiate future needs, expectations and responsibilities	
AT 60 DAYS	AT 90 DAYS
Announcement to team	All will be minimal changes
1:1 Meetings: Set expectations & answer concerns	Begin shift from leading to consulting
Focus on transition	Present at meetings and events
AT 6 MONTHS	
Recognize / fix weaknesses	
All marketing dual	
Continue with sales as usual	
Continue with influence culture	
MINIMUM OF 1 YEAR COMMITMENT	
Marketing dual	
Hip to Hip Shadowing	
Majority of client and team events	
Sales at minimum	
Continue influencing culture	
MINIMUM OF 2 YEAR COMMITMENT	
Marketing dual	
Occasional client and team events	
No sales contribution	
AT YEARS 3+	
No presence in marketing	
Events and meetings if needed	