

INSIGHTS + NEWS

Amy Morrissey Writes “The secret for a successful merger” for the Worcester Business Journal

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Mergers & acquisitions are common in business, but many mergers fail to deliver the expected results. In fact, the *Harvard Business Review* reports between 70-90% of mergers and acquisitions fail due to a lack of integration strategy. In her *Worcester Business Journal* article “The secret for a successful merger,” Amy Morrissey highlights the importance of developing an integration strategy and provides five tips for boosting the odds of successful integrations. Here is an excerpt:

1. Cultural alignment is a crucial aspect of an integration. Companies with distinct organizational cultures may have trouble agreeing on their values, new norms, and the best way to do business going forward. Businesses who have successful integrations are the ones proactively assessing cultural differences and developing strategies to foster collaboration and a shared vision. Communications, transparency, and inclusivity are key.

Continue reading the full article “[The secret for a successful merger](#)” on the *Worcester Business Journal* website (subscription required).