

Mergers and Acquisitions – Culture Fit Assessment Surveys



DMSA helps your organisation to effectively manage organisational culture transitions during mergers and acquisitions



About DMSA . . .

Formed in 1996, DMSA is a niche-specialist research company that combines state-of-the-art statistical analysis with business analysis to help organisations generate business intelligence.

DMSA has two divisions: The Survey division which conducts customer-focused research and organisational surveys; and the Data Analytics division which works with extracting intelligence from large databases.

The DMSA Team

We have a unique blend of specialists: statisticians, business strategists and organisational psychologists who work together to deliver an effective business solution

Why DMSA?

- **Highly experienced**
DMSA has over 18 years' experience in conducting surveys
- **Highly qualified**
Members of staff include accredited academics
- **Unique blend of staff**
Statisticians, industry specialists and business analysts work together
- **Web-enabled**
Surveys are conducted online
- **Excellent track record**
Long-standing relationships with clients

Merger success depends on effective alignment of strategy, financials and cultures.

Anticipating and providing for the human element speeds up integration, ensuring that the new entity moves quickly from an internal WIIFM (What's In It For Me) focus back to the customer.

Successfully managing the “soft” issues makes the “hard” results possible.

The DMSA Survey process will:

- Identify critical culture issues pre- merger for both parties
- Highlight the gaps between the two organisations and
- Recommend actions to for pre- and post- merger culture alignment and to reduce organisational stress.

The DMSA Survey Process

Using state-of-the-art survey methodologies, we measure the prevailing culture (employees and leadership) in each company to identify:

- Capacity and readiness to change
- Value alignment
- Strengths and potential threats

We use advanced analysis techniques to generate survey results.

Actionable output

The analysis leads to recommended actions aimed at limiting unproductive behaviour and promoting a smooth post-merger organisational culture transition.

DMSA can assist at various stages in the Merger and Acquisition process:

Prior to Acquisition

- Test the waters: both companies respond to the same M&A questionnaire to determine level of cultural fit
- DMSA Industrial Psychologist plays important role in the planning and questionnaire design
- Works closely with HR from both companies
- CEOs of merging companies to give input and to decide level of involvement
- Based on survey findings develop recommendations for culture transition.

Post Acquisition DMSA

- Conduct the M&A Survey to determine level of cultural fit
- Conduct Focus Groups and Personal interviews to probe further
- Based on the survey findings develop Change Management Initiatives to address shortcomings.

6 months after Acquisition

- Conduct the M&A Survey again to test impact of interventions
- This will also inform issues such as retention of talented staff
- Conduct Focus Groups and personal interviews if necessary
- Based on the survey findings develop recommendations on the way forward

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