

Mergers & Acquisitions: The Real Game for Directors and Their Trusted Advisors

Summary

Mergers and acquisitions is one of the most critical issues that any Board can face. These are often “bet the company” decisions. The process of executing a rational M&A transaction, whether buying or selling an enterprise, is highly complex and requires that a Director have the necessary insights to make good decisions. This case study based program, part of CSBI’s series on Strategic Decision Making, provides Directors and their Trusted Advisors with a practical framework for dealing with M&A decisions.

Learning Objectives

Based heavily on actual examples, this “how-to” program is intended *to train Directors to direct*, not just be corporate governance technicians. In this program, Directors and their Trusted Advisors will learn to:

- Understand the buying and selling of companies
- Understand Transfer of Ownership and its effect on operational control
- Develop and execute a rational strategy
- Understand valuation
- Manage the professionals including the accountants, lawyers, investment bankers and others
- Deal with the broader business implications

Program Content

This program is tailored to the specific needs of Corporate Directors and their Trusted Advisors. Possible topics include:

- Strategy and tactics of buying and selling companies
- Valuation considerations
- Managing strategic planning and preparing the company
- Legal considerations
- The role of Board Members and executive management
- Managing the stages of the process
- Direction of support staff, attorneys, investment bankers and others
- Handling personnel, customer, supplier, competitor, and partner issues
- Dealing with legal, SEC, insurance and other regulatory issues
- Brand management, public relations and communications

Instructional Method, Program Length and Continuing Education Credits

This program utilizes a combination of lecture, facilitated discussion and short exercises. The suggested length is four to eight hours. Summary programs and Webinars are planned for one hour in length. Actual program content and length is tailored to the unique needs of each client, and is determined in planning conversations with the client. In accordance with the standards of the National Registry of CPE Sponsors CPE credits will be granted based on a 50-minute hour.

Program Level:	Advanced
Prerequisites:	None
Advance Preparation:	None
Deliver Method:	Group-Live or Internet-Based Webinar
Field of Study:	Specialized Knowledge and Applications
Recommended CPE Credits:	1 to 8 credits, depending on actual tailored program length