



The Human Factor of Landing the Deal

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In the latest [NACD BoardTalk](#) blog, Matt Campbell and Colin Harvey focus on an aspect of deal-making that is often overlooked: the human factor. In the past, dealmakers have rightfully focused on value drivers such as retention of important customers and suppliers and integration of critical operations, but one element that today's boards of directors may neglect is the human side of a deal. It's an aspect that can sink a deal if mishandled, especially with the unprecedented dynamics of today's workforce.

Many companies are feeling the pinch from the current talent gap, resulting from new, pandemic-era employee expectations and a glut of openings in the job market, and boards understand how the situation is affecting the hiring and retention of top leaders. Now, that gap has moved organization-wide.

Going forward, boards who want to ensure that their deals will succeed long-term should elevate both pre-deal and post-deal activities that aim to optimize the human elements of a combined organization.

[Learn five actions to ensure that your next deal doesn't miss the human side of mergers and acquisitions.](#)

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