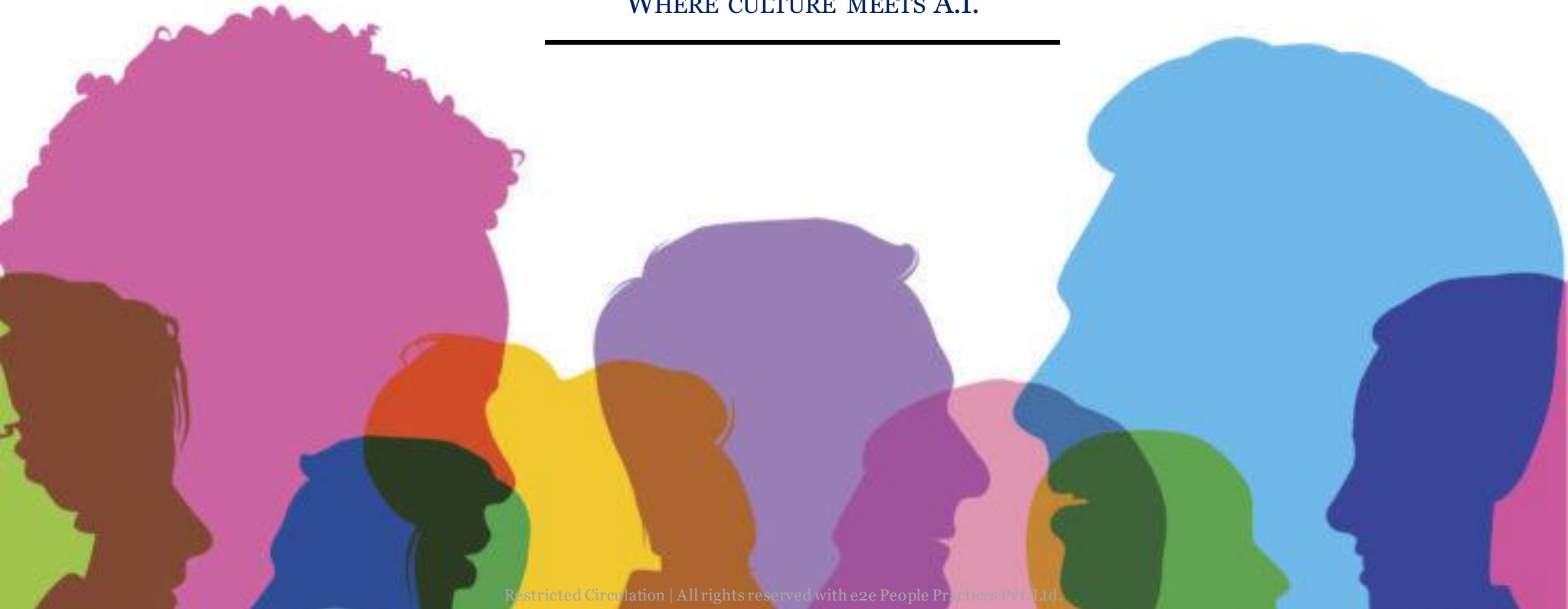


WHERE CULTURE MEETS A.I.

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## TODAY IN THE MNA SPACE...

83

The percentage of companies that **failed** to achieve the goals of the merger

59

The percentage of acquirers in India who **destroyed value** within a year

944

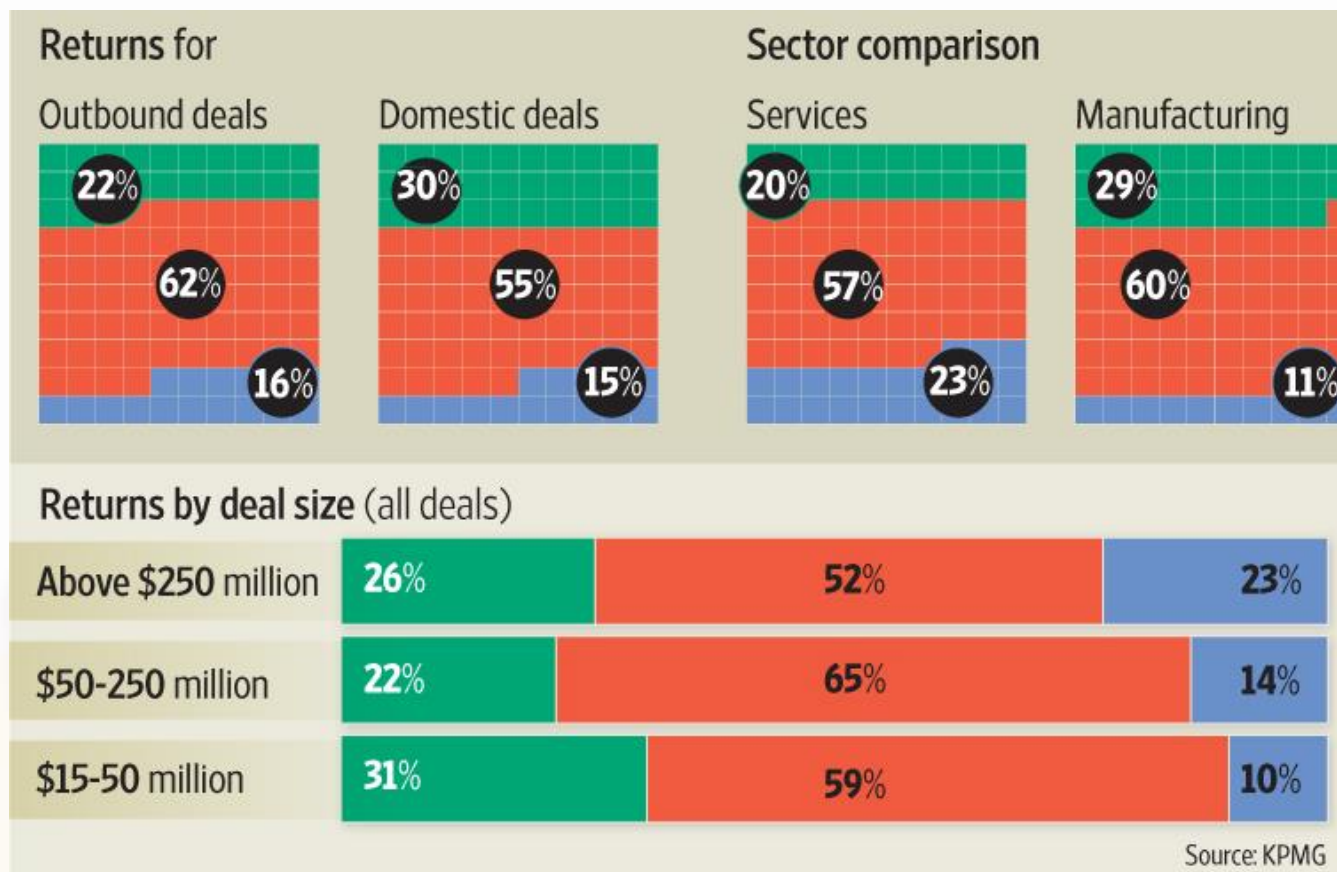
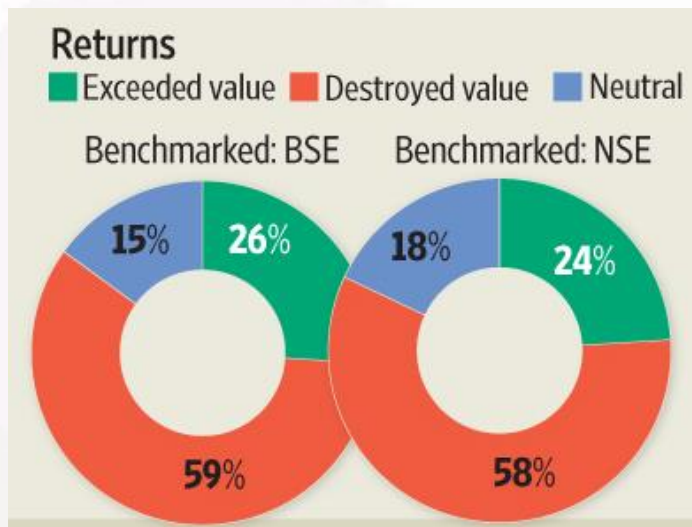
The Number of deals in India for 2017. **29,868** happened across the world

\$46.5bn

The value of the deals that happened in India for 2017. **4.7 Trillion** was the value of MNA across the world.

**'PEOPLE' (CULTURAL DISPARITY)** is the no. 1 cause for the failure, and yet no directed action to **manage this risk**

# CULTURE - ALL PERVASIVE !



# E2E IS AT THE CORE OF CULTURE CHANGE....

## DRIVERS FOR LEADERSHIP

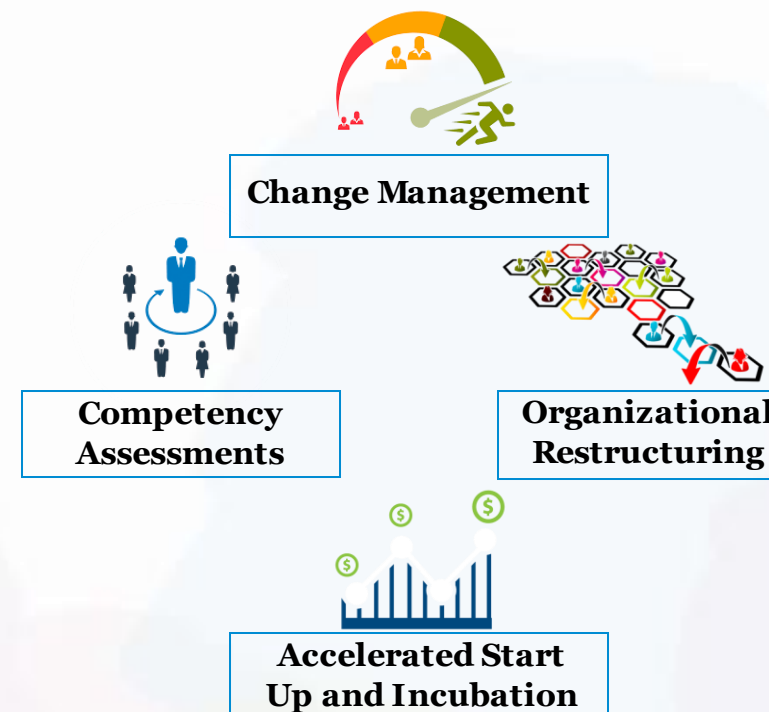
**9** years of Management Consulting across industries

**163970** Professionals mentored, trained and coached on nuances of leadership

**32000** Behaviourial patterns analyzed

**643** Culture Alignment Interventions facilitated (domestic & international)

## DRIVERS FOR CULTURE



# MNA GENOME

# OUR PURPOSE

TO HELP INVESTOR COMMUNITY

**PROTECT AND ENHANCE**

**VALUE**

BY SOLVING COMPLEX CULTURE ISSUES  
THROUGH HIGH QUALITY INSIGHTS ON

INNOVATIVE



INTELLIGENT



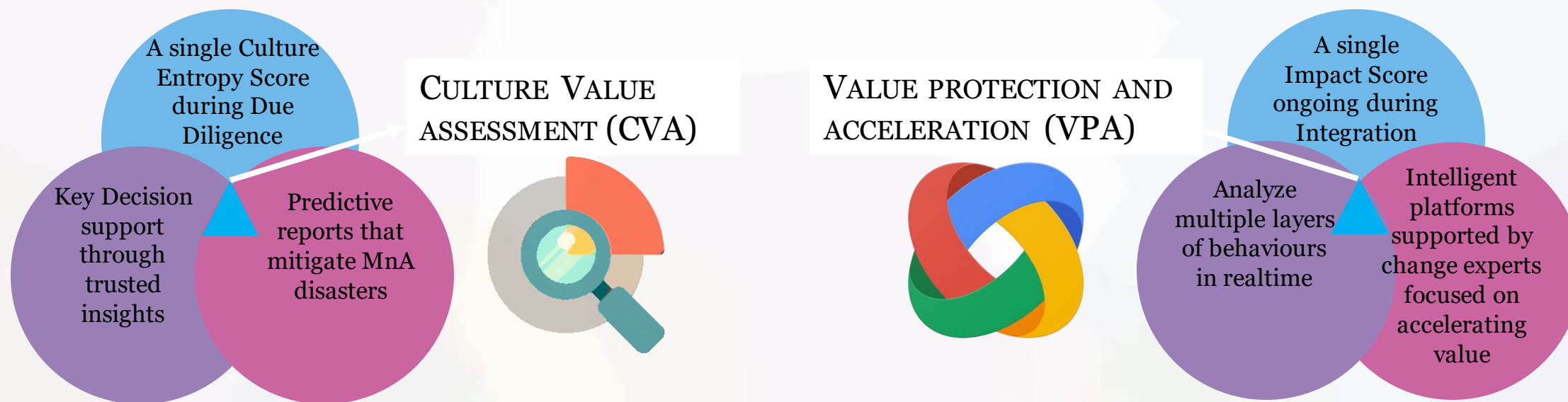
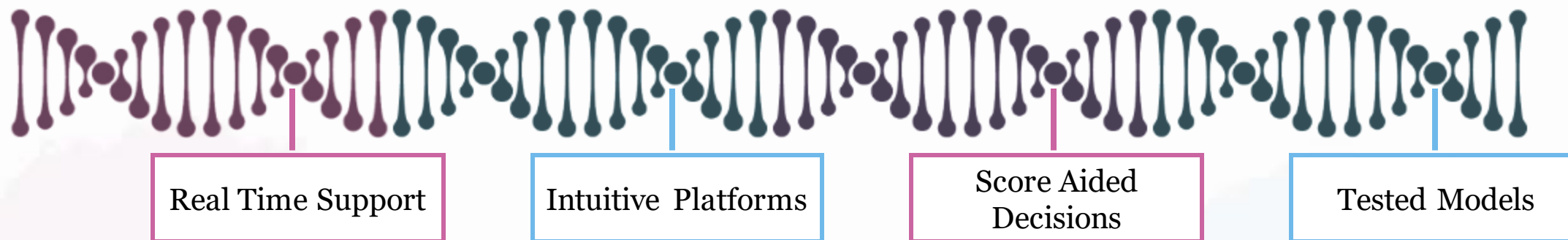
PLATFORMS DESIGNED ON

**HUMAN BEHAVIOUR**

Realtime  
and  
continual

Intuitive  
Artificial  
Intelligence

# THE MNA GENOME OFFERING





WHERE CULTURE MEETS A.I.

# WHAT WILL DIFFERENTIATE **YOU?**

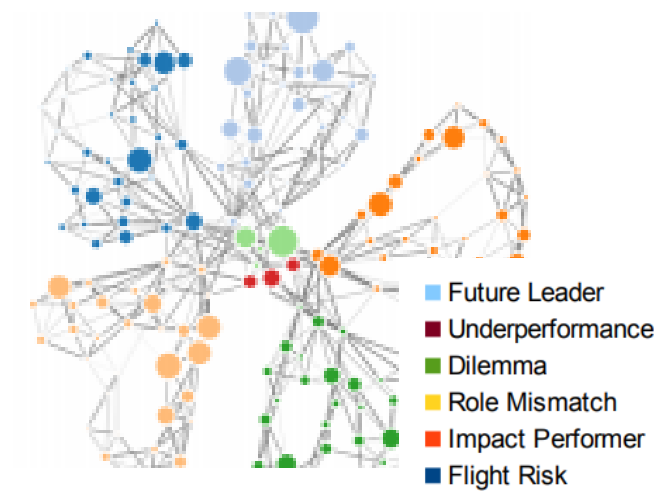
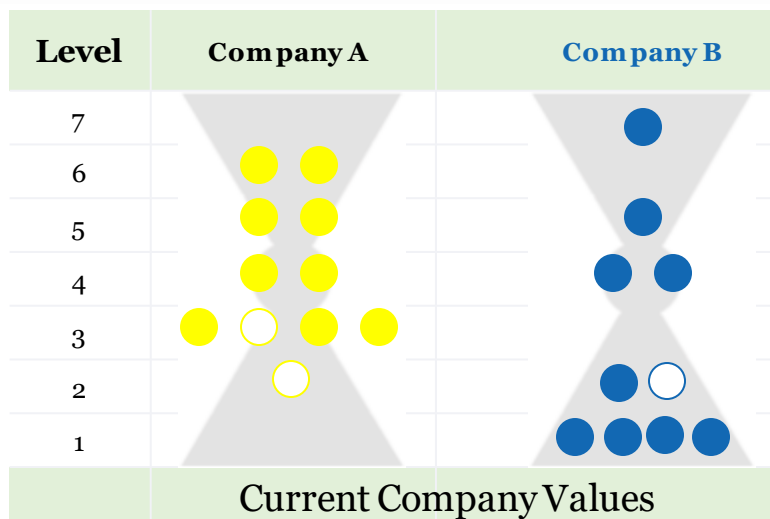
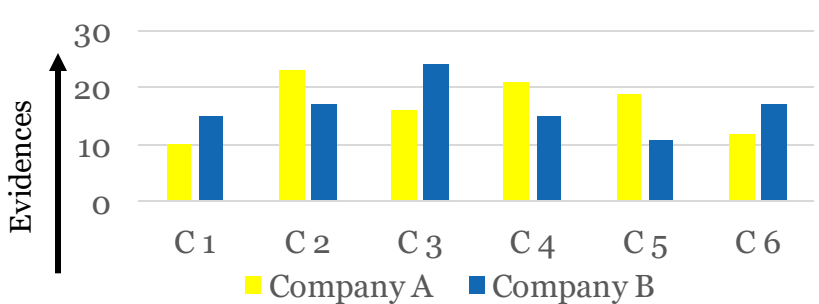
**For the very first time...**

Your very own **C**CULTURE **E**NTROPY **S**CORE

**A SINGLE SCORE = ACTIONABLE INSIGHTS = VALUE**

**(REAL TIME INSIGHTS PLATFORMS = DECODER AND INTEGRATOR)**

# CULTURE VALUE ASSESSMENT



**CVA = CULTURE ENTROPY SCORE**

SINGLE SCORE = ACTIONABLE INSIGHTS = VALUE



# Your CULTURE ENTROPY SCORE

Ranges	Impact	Decision on the deal
< 10%	<b>Prime:</b> This is a low and healthy level of culture entropy.	Go
11-20%	<b>Minor Issues:</b> Reflects issues requiring cultural or structural adjustment.	Go
21-30%	<b>Significant Issues:</b> Reflects significant issues requiring cultural and structural transformation and leadership coaching.	Need to be cautious and be more prudent in negotiating the deal value
31-40%	<b>Serious Issues:</b> Reflects serious problems requiring cultural and structural transformation, leadership vacuum and a high need for coaching.	No Go / Need to be cautious and be more prudent is negotiating the deal value (Dependent of risk appetite of the buy side)
41%+	<b>Critical Issues:</b> Reflects critical problems requiring cultural and structural transformation, selective changes in leadership, a very high need for leadership development and senior lateral hiring	No Go

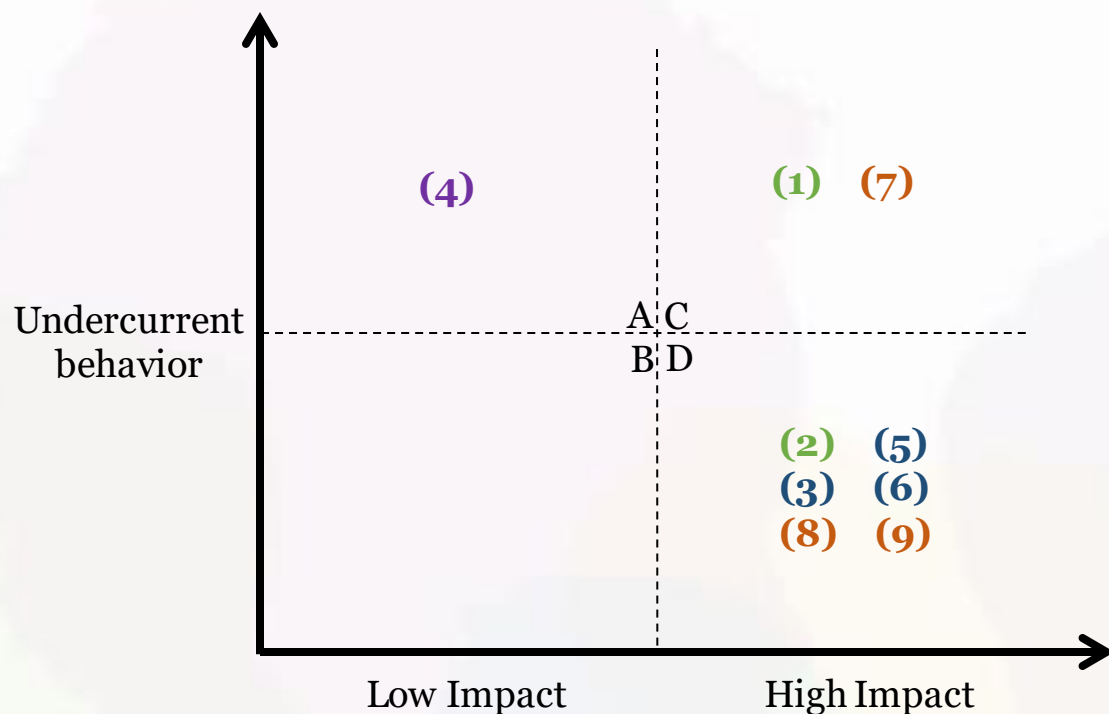
# CULTURE VALUE ASSESSMENT (CVA)

## --ASSESSMENT OF THE ACQUIREE

3 Platforms

More than 43  
Dimensions of Data

1 Culture Entropy  
Score



### LEADERSHIP COMPETENCY ASSESSMENT(LCA):

1. Analysis of leadership style
2. Forensic Individual Reports on key leaders

### CULTURE VALUE ASSESSMENT(CVA):

3. Current Level of dysfunction
4. Aspirational Quotient of Desired state of acquiree
5. Expected road blocks from acquiree
6. Hierarchical dysfunction (Top/Middle/Entry)

### ORGANIZATIONAL NETWORK ANALYSIS(ONA):

7. Hierarchical influence and grape vine indicators
8. Behavioral analysis
9. Organizational Character Index

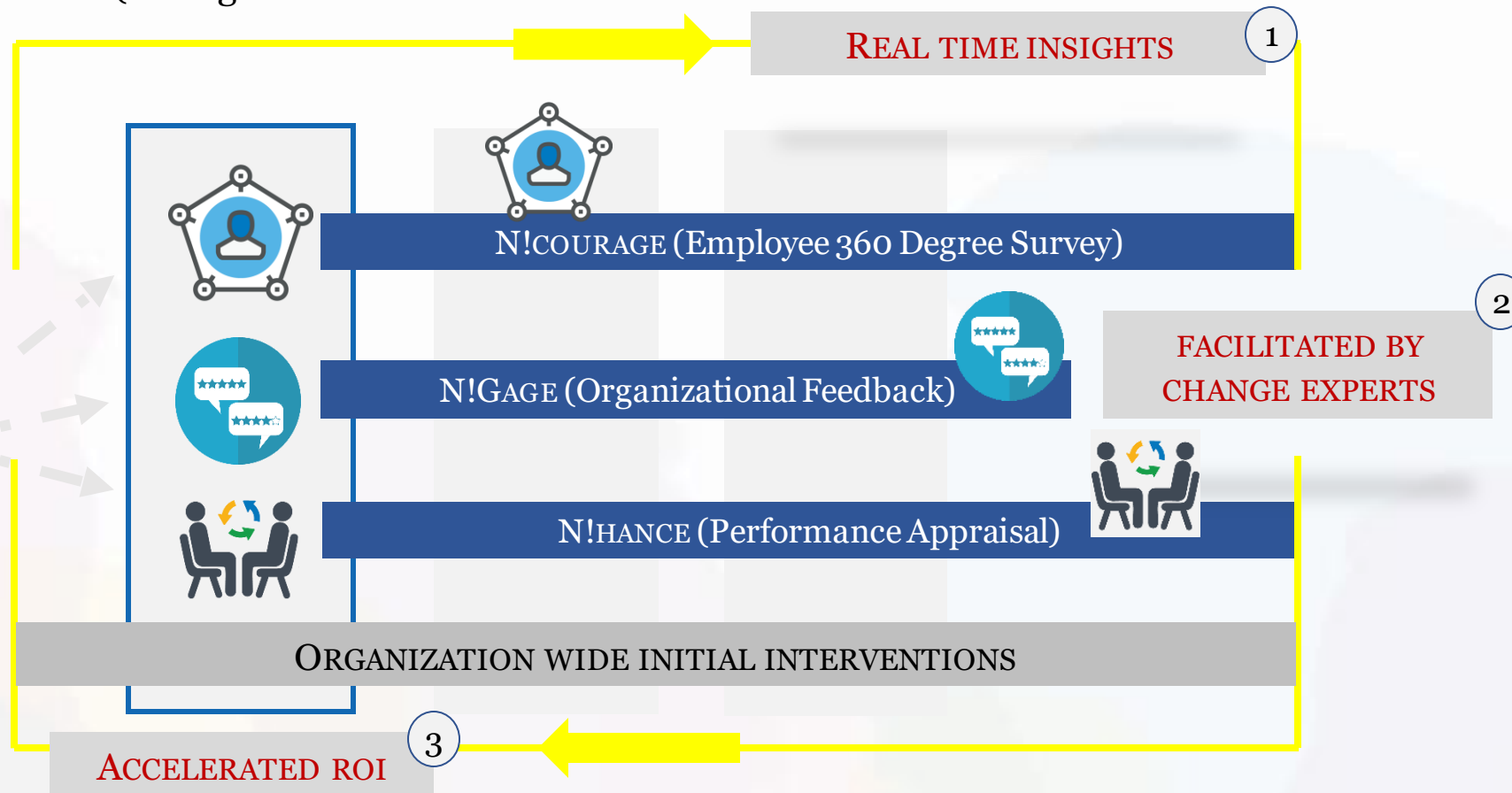
# VALUE PROTECTION AND ACCELERATION

Cultural Entropy Score (through

↓ DECODER)

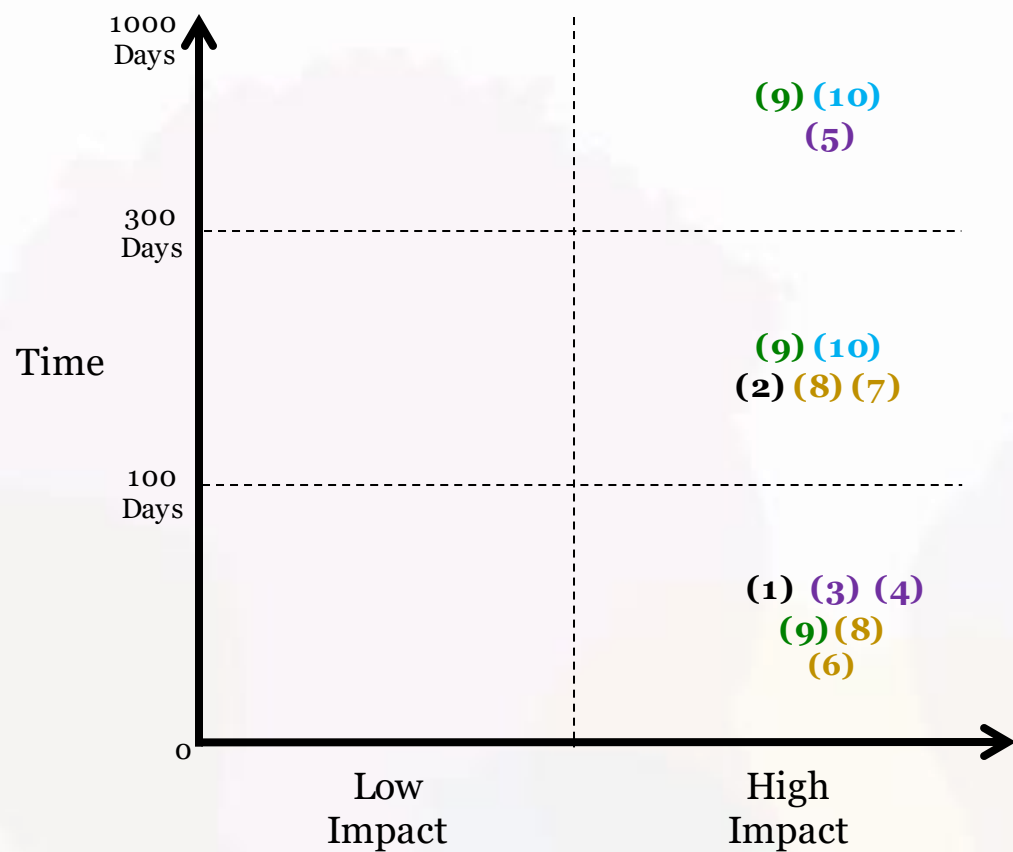


Culture MRI  
REAL TIME INSIGHTS



# VALUE PROTECTION AND ACCELERATION

-- ONGOING FOR THE COMBINED ENTITY



## LEADERSHIP VALUE ASSESSMENT(LVA):

1. Variance analysis of acquirer vs acquiree
2. 360 degree variance on competencies across top 2 levels of leadership

## CULTURE VALUE ASSESSMENT(CVA):

3. Variance analysis of acquirer vs acquiree
4. Business need scorecard of the combined new entity
5. Culture Evolution Score

## ORGANIZATIONAL NETWORK ANALYSIS(ONA):

6. Predictive Reports tuned for restructuring
7. ONA variance analysis of acquirer vs acquiree
8. Insights into retention strategy

## N!GAGE:

9. Real time pulse of the organization (sentiment analysis)

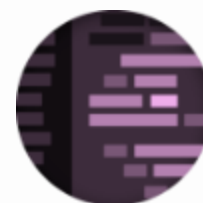
## N!COURAGE:

10. Real time manager feedback

# MNA GENOME: KEY DIFFERENTIATORS



Entropy and Impact scores (Culture and HR both having a single score)



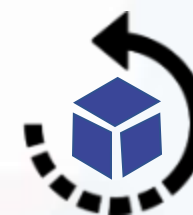
Algorithm Embedded



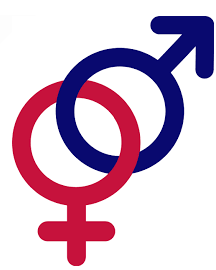
Multilayers of behaviour analysis



Absorbtion of unstructured data into the platform



Productized offering to scale Culture(SaaS)



### Gender

Gives insights on female employees specifically and understand the entropy's faced by them so as to eliminate those limiting factors in order to provide them a growth oriented environment



### Age

Gives insights into the average age of the organisation to identify the dominant values and motivations of individuals at each age bracket.



### Grade

Gives insights into which grade of employees are facing problems- First line managers, Mid level or the Top Management in order to design tailor made programs/interventions for them

### Qualification

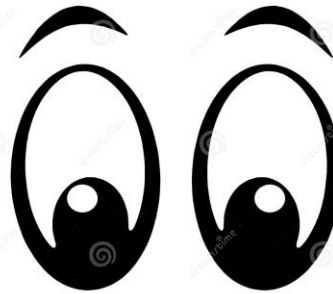
Gives insights into key workforce segments within the organisation which have max impact on the business. E.g. PhD's in Research & Development centre



### Individual Location



Gives insights into the value systems of individuals coming from different geographical region.



## CUSTOMISE YOUR VIEW

### Performance



Gives insights into the value system of high performers so as to align them with the vision/mandate of the business more effectively



### Work Location

Gives insights into the physical locations / branches of an organisation that can be mapped with the overall business mandate.



### Nationality

Gives cross cultural insights into what values a person from the US holds important compared to that of China. Therefore, it helps understand their behaviours / motivators and align them to the goals of the organisation.



### Departments

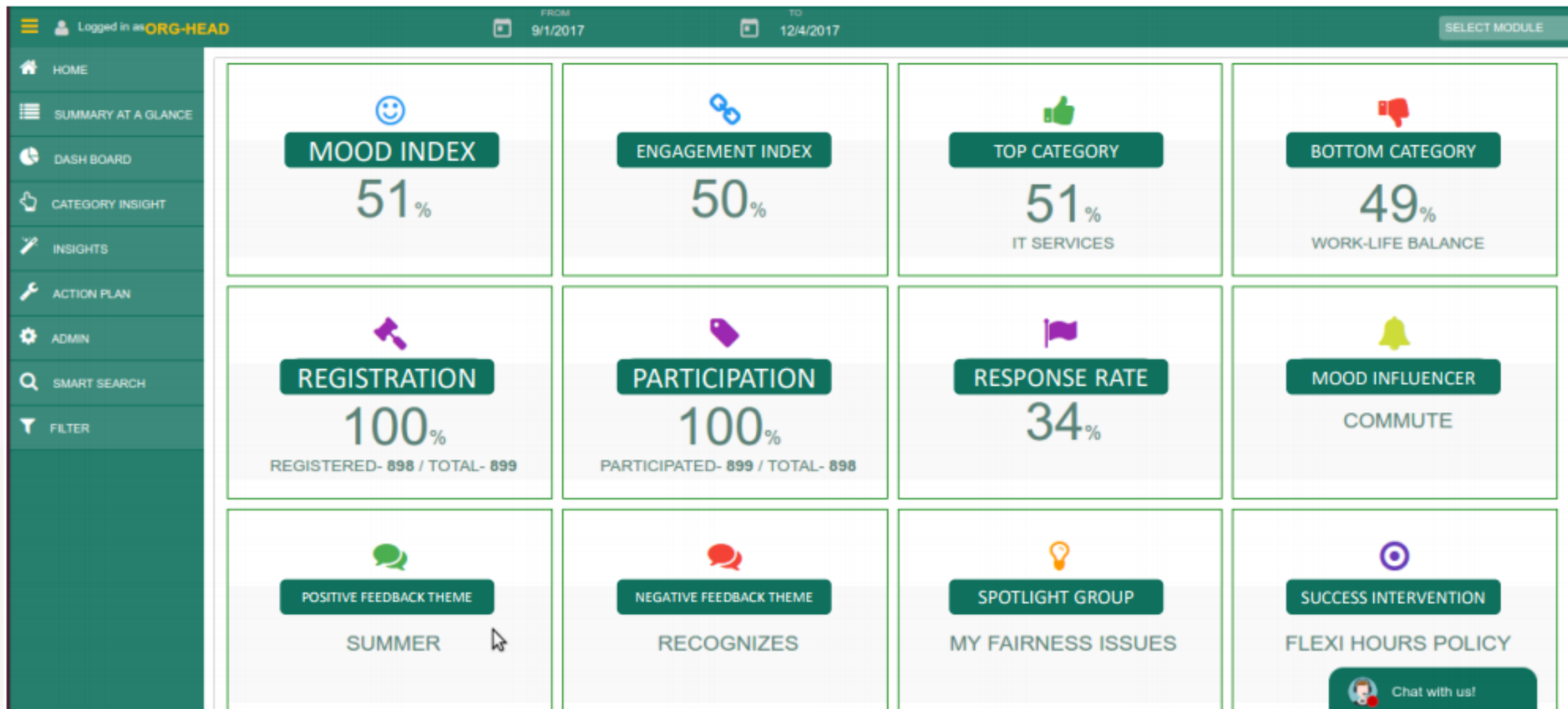
Gives insights into the behaviour of the respective department to facilitate the need to realign individuals within the department

### Tenure



Gives insight into lateral hire behaviour to understand impact of the work environment.

# EXAMPLE OF A DASHBOARD



Our Cultural Transformation Tools have been used to map the values of

**6000** Organizations

AND

**3000** Leaders across **56**  
Countries

The top 3 drivers for deal failures across the world

**41%** Integration taking  
longer than expected

**33%** Culture Integration  
Issues

**25%** of all integrations  
undergo value erosion

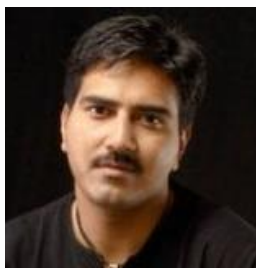
**MNA GENOME TAKES CARE OF IT  
WITH A GUARANTEED PROMISE OF X<sub>TIMES</sub> ROI**



# EXPERTS



Ms. YESHASVINI RAMASWAMY  
CULTURE INTEGRATION



MR. ASHOK AYENGAR  
PRODUCT ARCHITECT



MR. RAJIV KUCHHAL  
INVESTMENTS



MR. VARUN GUPTA  
VALUATION AND ANALYTICS



MS. SMITA THAROOR  
PSYCHOLOGY



MR. RAJIV RAGHUNANDAN  
INNOVATION

AWARDS  
GALORE

THOUGHT  
LEADERS

HARVARD, ISB, ICAI, IIM, KPMG, PWC, NHS,  
MONSANTO, INFOSYS

INTERNATIONAL  
RECOGNITION

VC, COACH, IB, TECH, AI,  
PROFS, CHANGE EXPERTS,  
MENTORS

COMMITTED TO MAKE YOU WIN



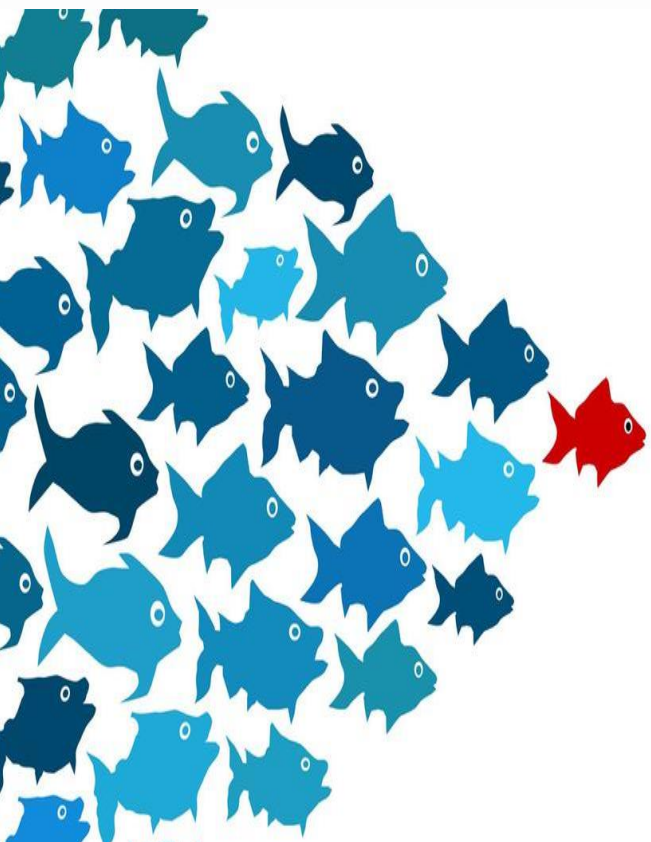
WHERE CULTURE MEETS A.I.

# ABOUT US

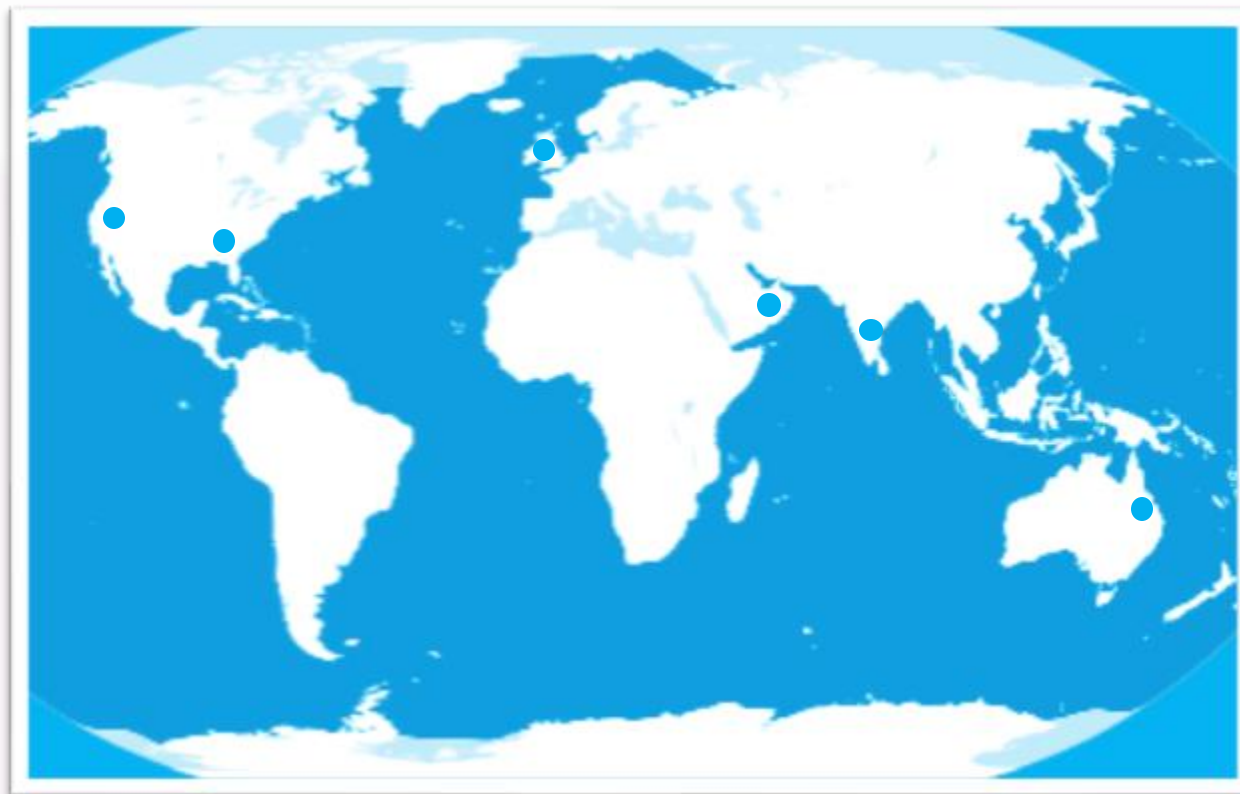
WE ARE A CULTURE ASSESSMENT FIRM FOCUSING ON MERGER AND ACQUISITIONS. WE ARE EXPERTS IN **PEOPLE BEHAVIOR ANALYTICS** AND HAVE BEEN CONSULTING ACROSS INDUSTRIES FOR THE LAST 8 YEARS.

WE HAVE ALSO SUCCESSFULLY DELIVERED PROGRAMS / INTERVENTIONS PERTAINING TO LEADERSHIP DEVELOPMENT (TRAINING WORKSHOPS, COACHING, PERFORMANCE MANAGEMENT SYSTEMS, ETC.)

OUR CLIENTELE HAS BEEN A COMBINATION OF FORTUNE 100 COMPANIES, EDUCATIONAL INSTITUTIONS, MID-SIZED FIRMS AND HIGH GROWTH START-UP



# WE ARE READY TO CO-INVEST WITH YOU



[www.e2epeoplepractices.com](http://www.e2epeoplepractices.com)

