



**Let us
fine-tune
your
timbre**

If your decisions fall in the boardroom, **does anyone hear them?**

When companies or divisions merge, decisions about the new corporate identity and direction must be communicated clearly and quickly to avoid speculation and misunderstanding among employees, clients, and shareholders. With McKinnon-Mulherin's information design team involved from the beginning, you can capture, synthesize, and disseminate information to all your stakeholders.

We work with your subject matter experts throughout the transition to create timely, well-constructed documents with a unified message. These documents inform key players of your progress and help keep employee productivity and morale high. They also help you gain buy-in from decision makers and gather relevant feedback as you define your new business model.

Create a smooth transition with McKinnon-Mulherin

We can ease the complications of managing change by helping you communicate effectively with employees, clients, and shareholders:

- Gain buy-in from stakeholders with clear, concise, and consistent updates
- Avoid downtime caused by vague or contradictory messages
- Create standards, boilerplate, and style guides that reflect your new corporate direction
- Make sure all materials reflect a common message

Successfully document your merger decisions

We can help you communicate with stakeholders by developing top-notch online and hardcopy solutions:

- Merger presentations
- Proposal boilerplate
- Websites and intranets
- Internal training materials
- Briefings
- Press releases
- Policy and procedures
- Standards, templates, and style guides



Strategic
Communication

Information
Design