

Since the introduction of the Bell Phone Company in 1877, acquisitions and mergers have shaped the history of AT&T.

Today, I am excited and privileged to be addressing the top leaders in the telecommunication industry. We are gathering to discuss AT&T's merger and acquisition with COM WORLD, which will result in shared benefits. COM WORLD's large client base will substantially increase the AT&T customer base. AT&T's established credibility, respect, and transparency in the marketplace will reassure COM WORLD customers of added value.

This meeting will address the merger and acquisition, outlining how this merger will benefit both COM WORLD and AT&T employees. In the end, I will open the floor up to questions and answer session.

Firstly, I would like to dispel rumors of layoffs circulating regarding the merger. It will be all hands-on deck opportunity. We need the expertise and leadership of you, the upper management, to make this merger a success.

Secondly, this new family will be a defining moment because this merger will challenge you as leaders to define and implement strategies for your teams to communicate the voice of the AT&T brand across platforms reaching an expanded client base. I ask you to empower your team by sharing information openly and honestly with them about their role on the team, the merger, and Speech: Merger and Acquisition of COM WORLD 3 expectations. Use your actions to illustrate your passion creating a positive effect on the culture, workplace, and productivity.

Our mission at AT&T is the dedication to be the world's best at bringing people together by giving them easy access to each other and the information services they want any time anywhere. Our messages will echo this to all stakeholders. We will create uniformity in advertising and marketing opportunities under the AT&T brand.

Implement a knowledgeable customer service platform, communicate transparency, trust, and expertise in our messages to increase the companies buying power. We believe in continually working to improve our services and communication. For example, reviewing the issues call centers commonly address, then eliminate the issue by better educating our communities about the policy.

Michael Jordan said, "Talent wins games, but teamwork and intelligence win championships."

As we leave here today, remember you are all key performers on our playing field. Together our expertise will build relationships illustrating a record of trustworthiness, supportiveness, and respect. A strong congruent message across platforms will help to resonate with a culture of trust and respect with our stakeholders. These strategies can be accomplished by listening and responding to our customers with individualized solutions.

While the announcement of the WORLD COM merger and acquisition is a couple of weeks away, I ask you to meet with your teams. Let them know they are part of the new vision because we value the whole team. Any questions you need help answering, please reach out to my office

so we can provide you accurate and honest answers. Thank you for your time. It is through the power of your leadership that will make this merger a success.

Thank you for taking the time and showing the respect to listen. I will open the floor to a Q & A session to answer your questions.

References:

Graham, J., & Havlick, W. (2005). *Mission Statements A Guide to the Corporate and Non Profit Sector*. Francis & Taylor.