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Synergy Siren

When “obvious synergies” go missing.

An enchantress who sings leaders toward the rocks with promises of effortless $1 + 1 = 3$ — stacked revenue from acquisitions, instant efficiency from combined departments, a single “super-hire” covering three roles. Behind the song: no integration plan, no qualified owners, no real process. The synergies never make the P&L.

Sing the song, or source the synergies.

Not all monsters attack. Some sing. The Synergy Siren doesn't storm the boardroom — she beckons from the rocks with the most seductive song in business: that combining will magically create more. She sings in acquisition models that assume integration will just happen, in reorganizations where the new org chart is drawn before the new process is written, in job descriptions that quietly fold three disciplines under one title. Each note sounds like good management. Together they stall margin, overload leaders, and produce “synergies” that never move a single line on the P&L.

LEVEL10 CFO'S DEFENSE:

Level10 CFO doesn't chase synergies — it earns them. Every combination (deal, department, or role) is pressure-tested against four disciplines: a real strategy, quantified and sourced synergies, qualified people with capacity, and documented process with accountable KPIs. Anchored by Crucial Conversations and the EOS framework, Level10 CFO turns the Siren's song into a plan — and the plan into results the P&L can actually feel.