

McLean & Associates

Strategic Problem Solvers

Specialties

McLean and Associates are problem solvers. Present us with your challenge or problem and we have the experience, networks and associates to develop a specific strategy to solve the problem. ***McLean and Associates*** specializes in 4 areas.

1. *Business Development Strategies:*

McLean and Associates listens to the challenges your organization faces and works with you to develop strategies to enhance your business effectiveness and success. Whether it is moving into new markets or understanding the changing professional, governmental or cultural landscape, we will work with you to develop long-term strategies for your business or organization. Our network of professional associates enhances our services.

2. *Public Affairs and Public Policy:*

Understanding bureaucracies, politicians and the process in which they operate is critical to for success in dealing in the public environment. McLean and Associates can help ensure your case is being heard by the right people, in a timely fashion and that you're important project moves to the decision making point. We also can help strategize and develop concrete steps to shape and move public discourse and public debate.

3. *International and Interprovincial Trade:*

McLean and Associates has extensive experience in working, understanding and delivering in the international arena. We draw on our extensive network of Canadian contacts abroad. Navigating through the bureaucracies of foreign countries to achieve your business needs requires the type of experience, determination and networks that we have available to us. McLean and Associates has real life experience living and working overseas. We can offer our clients in-depth understanding of different cultures and bureaucratic environs.

4. *Stakeholder Relations and Executive Counsel to Senior Management:*

McLean and Associates can help ensure that your firm or organization to successfully manage its diverse relationships with your key players. This is essential to increasing effectiveness and success. The media and "the court of public opinion" can be harsh, ruthless and relentless, or can provide steps to success for your business. McLean and Associates draws on over 50 years combined experience in political and public life to assist you to get your message out in a proactive way. We will help you to anticipate issues that may become problematic and strategize core messaging to react to an emerging opportunity or crisis.