

IMPROVING BUSINESS PERFORMANCE

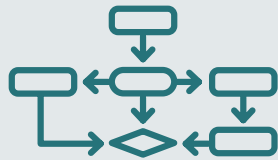
A management consulting firm that provides:

- ▶ Strategic Thinking
- ▶ Family Business Expertise
- ▶ Operational Excellence
- ▶ Financial Insight



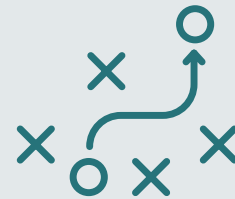
WHAT WE DO

McNally Brown Group offers unique insight and expertise to organizations focusing on growth, transition and new opportunities, that may not have the resources or experience to successfully define and implement these initiatives. We excel at managing complex, multi stakeholder projects, and our project-based approach ensures clearly defined objectives, agreed upon milestones, and tangible results.



Strategy

We guide companies through development and implementation of strategic plans or change initiatives, and support mergers, acquisitions, and preparing businesses for sale.



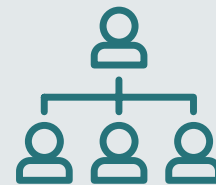
Family Business

We have hands-on experience in family business, understand family business culture, and can help develop a family strategy that aligns with your business strategy.



Operations

We help you conduct assessments, and develop new tools, systems and processes to support implementation of your objectives.



Finance

We provide a confident, collaborative approach to accounting, finance and asset management and bring strategic and operational thinking to the finance component of your business.



WHO WE WORK WITH

McNally Brown Group has experience with small, medium and large private, family, public, and non-profit organizations operating in Canada, USA, and Internationally, across a range of industries. Our proven approach is tailored to the industry and requirements of the client.



WHO WE ARE

Colin and Laura founded McNally Brown Group in 2012. They both have engineering backgrounds and are graduates of the Richard Ivey Executive MBA Program. Colin and Laura bring complementary expertise, a balance of hands-on experience, technical training, family business knowledge, and international experience to clients.



Laura McNally

M.ENG., P.ENG., MBA
MANAGING DIRECTOR

Laura is a strategic thinker who has hands-on experience leading change in growing organizations. She brings a unique understanding of family business, which developed through involvement in her family's third generation heavy civil construction company, where she led several strategic initiatives to transition and integrate the business before the successful company sale. She has a broad range of expertise including family business planning, strategic planning, corporate and organizational development, succession and exit planning, and management systems implementation. Laura focuses on clearly understanding her client's needs, identifying and prioritizing objectives, and defining a strategy to achieve success.



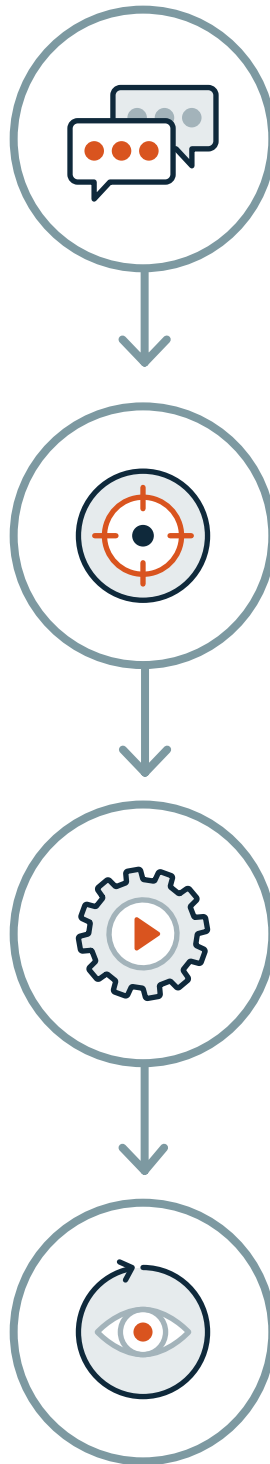
Colin Brown

C.E.T., MBA
MANAGING DIRECTOR

Colin is a seasoned strategic thinker who brings a depth of knowledge and hands-on experience in a broad range of areas including strategic planning, mergers and acquisitions, exit planning, accounting and finance, new technology implementation, best practices and dashboard development. Colin's experience in both family businesses and large public companies gives him unique insight into understanding the strategic challenges businesses face. Colin brings a strong background in successful implementation of complex multi-stakeholder projects based on sound project and change management principals, with clear objectives and measurable results.

HOW WE WORK

Our approach is collaborative and tailored to your organization's needs. We focus on clearly identifying the objectives and delivering tangible results.



Meet

- ▶ Learn about your business situation
- ▶ Understand your company culture
- ▶ Explore alternative approaches

Define

- ▶ Define tangible objectives
- ▶ Develop customized work plan
- ▶ Agree on a shared vision

Execute

- ▶ Collaborative approach
- ▶ Communicate on progress
- ▶ Ensure alignment with objectives and business needs

Review

- ▶ Present findings and incorporate feedback
- ▶ Finalize the plan
- ▶ Identify next steps



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