



**McKenney  
& Skaling Inc.**

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## Core Competencies

Strategic business planning

Consortia building

Strategic communications planning

Media Relations

Brand development and advertising

Web Design and eBusiness solutions

Professional writing and editing

Translations - english/français/español

Public private sector relationship  
development and management

Crisis and issues management

Public opinion research

Event planning and management

STRATEGY  
ADVOCACY  
PERSUASION  
RESULTS

[www.McKenneySkaling.ca](http://www.McKenneySkaling.ca)

DELIVERING CONSISTENT  
**RESULTS**  
WITH EXCEPTIONAL  
**VALUE**



## Engaging Citizens, Governments and Ideas

McKenney & Skaling Inc. is an Ottawa based business development, strategic communications and public affairs consulting firm that specializes in developing business opportunities, shaping public opinion and advancing public policy in support of our clients' objectives.

**Our services are focused in three main areas:**

- **Strategic Business Planning / International Business Development**
- **Strategic Communications Management**
- **Public Policy Development / Public Affairs Consulting**

As a leader in building the case and defining the debate, our team has consistently exceeded the expectations of our public, corporate and organizational sector clients.

Whether your goals are major infrastructure projects or small town politics, launching a new company or rebranding an old one, in developing public policy options or in managing controversial issues, our team has done it. We have advanced some of the most complicated business initiatives, public policy issues and political challenges by successfully planning and setting the tactics in motion to put our clients where they want to be.

With a comprehensive slate of business and communications services, the McKenney & Skaling approach ensures that clients' activities relating to business, governments, the media and the public converge into one overall strategic message with a plan designed to advance projects from infancy through maturity to results.

# McKenney & Skaling Inc.

## Our Senior Partners ...

**Robert McKenney** is a highly motivated professional with over 20 years of consulting experience in communications, information technology, and politics. He has developed a wide breadth of communications, management and technical experience from his work with organizations ranging from small start-ups to large government departments like DND or CBSA and the fortune 500 such as Nortel and BCE.

His proven ability to successfully move smoothly between different types of projects and organizations is based on an ability to quickly and accurately analyze and understand their particular key business priorities, operational processes and strategic imperatives. This combined with an ability to drive collaboration, to negotiate and obtain consensus with diverse stakeholders, and to mediate conflicts, makes him a highly effective leader and valued consulting professional.

Mr. McKenney's collaborative leadership style breeds confidence and instils loyalty. He is well organized and is able to deal effectively with staff at all levels of an organization, from technical resources to senior executives through the effective use of strong communications, analytical and relationship management skills.

Mr. McKenney has a proven track record of success. He takes tremendous pride in the superior execution of deliverables with an ability to manage the triple constraints of cost, time and scope. Ultimately, Mr. McKenney brings a unique balance of creativity and structure to developing customer-focused solutions that both meet short-term needs and are also aligned with longer term strategic goals.

**Andrew Skaling** is a seasoned media and government relations specialist with over a decade of experience in the private sector, government and politics. One of the two named partners, he was previously President of G-4 Strategic Communications Inc, a communications and government relations firm based in Ottawa.

Prior to becoming a business owner, Mr. Skaling served in a number of senior political positions. Most recently as spokesperson for the Conservative Party of Canada during the 2004 federal election campaign. Prior to the campaign, he served as Director of Media Relations for the Hon. Belinda Stronach's bid for the leadership of the Conservative Party.

Before leadership politics, Andrew was the Director of Communications for the National Progressive Conservative Caucus, notably during the period when the party merged with the Canadian Alliance to become the Conservative Party of Canada. He has also served as a senior advisor on media and communications to two Prime Ministers, the Rt. Hon. Kim Campbell and the Rt. Hon. Joe Clark; Progressive Conservative Party Leaders Jean Charest and Peter Mackay; and a number of Senators, Members of Parliament, Ministers and provincial leaders.

Mr. Skaling's experience in government also includes a three year stint as Director of Media Relations for the City of Ottawa and several years working with Industry Canada on a number of high profile projects. In the private sector he was Director of Communications for Venture Communications Inc in New Brunswick and Toronto.

### Some of our past clients include ...

Atlantic Lotto Corporation  
Bell Canada Enterprises  
Canada Border Services Agency  
Canadian Council on Learning  
Canadian Newspaper Association  
Canadian Telecommunications Policy Review Panel  
Capital Health Network (Mazankowski Alberta Heart Institute)  
Conservative Party of Canada

Department of National Defence and the Canadian Forces  
EGALE Canada  
Federal Biotechnology Secretariat  
Investment Industry Association of Canada  
Indian and Northern Affairs Canada – Ministers Office  
Industry Canada  
Joe Clark and Associates  
Lang Michener

New Health Professionals Network (NHPN)  
Province of Prince Edward Island  
Public Policy Forum  
Rx&D Canada  
Saint Mary's University  
Société Santé en français  
Specialized Bicycles Inc.  
Telus