



Providing strategic legal counsel to industry-leading clients from Canada and abroad, **McInnes Cooper** continues to thrive through a relentless focus on client success, talent engagement and innovation.

Global trends point to a significant change in the legal services landscape and the business of law. As clients seek more holistic and integrated solutions, the firm has launched an affiliated advisory business, **MC Advisory**.

**MC Advisory** offers a fresh, thoughtful perspective for business and public sector leaders. Their leading advisors provide strategic guidance and deliver services across three main practices areas:

## Business Growth and Legacy

in support of small to medium size enterprises, leaders and entrepreneurs thinking about growth, the future and long-term legacy;

## People and Culture

aimed at organizations who seek a practical HR strategy, modernized people processes and programs, and an engaged workforce that retains and attracts the right talent, and;

## Public Sector Advisory

supporting communities, governments, and not-for-profit leaders in pursuit of improvement, transformation, and innovation.

When beneficial, **McInnes Cooper** and **MC Advisory** pair recognized legal talent with leading business advisors, providing clients with insightful ideas, solutions and opportunities.

Heading the operation is Drew Barbour, who brings 20 years of global business transformation experience to the new advisory business. His expertise in business strategy, transformation, and innovation ideally positions him to help **MC Advisory's** Atlantic Canadian clients thrive.



“ The positive market reaction to **MC Advisory** is very encouraging, and we are already supporting many clients in addressing key challenges and capturing big opportunities. I’m excited to be announcing several new hires in the coming weeks who bring a nice blend of both global and local perspectives,” said Drew Barbour of the launch. “Our team will bring deep and relevant experience to the market, and we share a passion for helping Atlantic Canadian businesses and governments plan for and deliver success over the long term.” ”

**McInnes Cooper** and **MC Advisory** have already seen significant success in pairing services in the area of people and culture, blending **McInnes Cooper's** reputable labour and employment services with strategic human resource advisory insights.