

# Bill McIntosh

## CLEAN COMMUNICATION

Dialogue & Civic Engagement  
Simon Fraser University

Law  
University of Toronto

Business Admin & Commerce  
University of Alberta

My twin passions are supporting progressive organizations and their people in developing, communicating and implementing their ideas for advancing transformational change; and on-the-ground volunteering to contribute my energy, experience and skills to building a sustainable, just society.

My approach to work is built on my strengths (clear thinking, clean writing, inclusive dialogue and effective teamwork), fueled by my commitment to justice (environmental, social and economic), and guided by my values (honesty, fairness and public service).

### **SKILL SET:**

- Distilling essence from complexity
- Enhancing effective collaboration
- Organizing, facilitating and convening dialogue
- Strengthening teams and teamwork
- Guiding good governance
- Writing and editing for clarity, persuasion and purpose

### **APPROACH TO ENGAGEMENT:**

First, I get to know my client and their 3P's (people, purpose and priorities). Second, I work with my client to assess their strategic communications strengths, weaknesses, opportunities and threats; and to determine whether and how I can help. Third, we confirm our terms of engagement, including scope of work, budget, communication, deliverables, timeline, reporting and remuneration. Fourth, I give my heart and soul to doing and delivering the work to the best of my ability, on time and within budget. Finally, when we're finished I seek my client's feedback on the completed project.

### **APPROACH TO BILLING:**

My standard billing rates are \$100/hour or \$750/day, plus expenses and GST. Monthly retainers, lump sum fees, and other fee arrangements—including pro bono—are negotiable.