
M&A ADVISORY SERVICES

CONVERT STRATEGY INTO DEAL VALUE.

If the best deals are those that generate value long after the ink dries, why isn't more time put into ensuring every aspect of the transaction is managed? Strategic communications, marketing, stakeholder engagement, and corporate culture are far too often overlooked during M&A transactions despite the important role they play in maximizing long-term success.

Incite can help change the game. Our advisory services help to maximize the value of transactions through a structured, proactive approach that ensures alignment, engagement, and trust.

From due diligence to post-merger integration, Incite supports organizations through every stage of the deal life cycle. Drawing from over 20 years experience leading market expansion, brand development, and stakeholder engagement, our strategic approach helps organizations better understand their market, clearly articulate their value, align organizational resources, and provide the advice needed throughout the transaction journey.

OUR PARTNERS



Strategic Buyers

We support strategic buyers making acquisitions in Western Canada with target identification, due diligence, and post-merger integration by providing local market intelligence, stakeholder engagement, and communications services.



Private Equity Firms

We work with private equity firms seeking a trusted partner to help their portfolio management teams to build brands, cultures, and communications that drive growth.



Private Owner-Managed Companies

We help business owners increase the value of their business prior to sale and ensure they achieve full value on any vendor take-back by supporting in building brand equity, stakeholder communication, and succession planning.



Professional Service Firms

We partner with accounting, legal, financial, and deal advisory firms, augmenting their ability to support clients in the areas of strategy, brand, culture, and communications.



STRATEGIC EXPERTISE AT EVERY PHASE OF THE DEAL.

Partnering with Incite means you will be working with a strategic advisor that is well-prepared to provide the perspective, insight, and experience to move through the deal life cycle with clarity and confidence.



KEY ISSUES

A successful deal demands an integrated set of alignment and engagement capabilities. Incite brings the whole set to the table, helping the transaction team achieve a better experience while maximizing the value of your transaction.

92% of sellers believe they could have handled communication and culture management more effectively during their last deal. ⁽²⁾

80% of deals fail to fully deliver on their objectives because of ineffective post-merger integration. ⁽¹⁾

70% of failed deals were the result of poor management of the integration process. ⁽³⁾

66% of acquirers say value creation should have been a priority on day one. ⁽²⁾

65% of acquirers say cultural issues hampered the creation of value. ⁽²⁾

For cultural integration to be successful, employees must view it as core to the business. It should be treated seriously at all stages of the acquisition process: due diligence, pre-close integration planning, post-close integration, and ongoing operations. ⁽⁴⁾

1. "Four Mistakes Companies Make in Mergers—and How to Avoid Them," Wall Street Journal, February 2016.
 2. "Deals Report. "Creating value beyond the deal," PWC, 2019.
 3. "Our Approach to Post Merger Integration," Conroy Ross Partners, March 2007.
 4. "How the best acquirers excel at integration," McKinsey & Company, January 2016.



WHY INCITE

Incite's advisory services provide the support needed before, during, and after the transaction to maintain focus, create alignment, and ensure ongoing engagement. Combined with our extensive multi-industry knowledge and deep network of relationships across Western Canada's business community, we bring highly customized strategies to each client's merger or acquisition journey.

These services allow deal teams to establish a strategic approach to driving new business, navigating cultural integration, anticipating communications challenges, and better preparing for change.



Track Record

- Incite is a proven partner for M&A activity in Western Canada and has a track record of supporting clients in building value and effectively executing business transactions.
- Incite is a recognized thought leader for market strategy, business growth, branding, culture, stakeholder engagement, and communications.



Strategic Process

- Incite is a strategy firm first and foremost. We leverage a strategic process to help organizations understand their market, clearly articulate their value, align organizational resources, and provide the advice needed throughout the transaction journey.
- Incite has a defined process to support successful post-merger integration and long-term business growth.



Network

- We have a strong network of relationships with strategic buyers, private equity firms, private owner-managed companies, and professional services firms across Western Canada.



B2B Focus

- Our business-to-business (B2B) experience working with clients in energy services, manufacturing, construction, engineering, technology, and industrial services provides significant insight into each transaction.
- We understand that business-to-business and targeted, niche communication between businesses is different than working with mass markets, and we've specialized accordingly. We are leaders in leveraging relational strategies that connect organizations with senior decision makers.



PROVEN RESULTS

Incite's advisory support before, during, and after the transaction was extremely valuable.

They helped us articulate the right messaging and position the deal properly with Noralta's key stakeholders. They also helped us stay focused on the 'important' vs the 'urgent.' Ensuring our people were engaged, aligned, and bought in throughout the transition to Civeo was critical to the deal's success, and Incite helped us make that happen.

- Corey Smith, Former President & CEO, Noralta Lodge

Incite was able to help us clarify how we wanted to position our property in the market and then build a brand strategy to reflect that. Given the significant investment we've made in Kananaskis, leveraging market research and a systematic approach provided added confidence that we would maximize our return.

Our partnership with Incite helped us to integrate the Pomeroy culture into Kananaskis under a new brand and successfully reintroduce the property to the market.

- Ryan Pomeroy, President, Pomeroy Lodging

DEALS WE'VE SUPPORTED



Incite served as advisor to Noralta Lodge through its sale to Civeo.



Incite served as advisor to Pomeroy Lodging in its acquisition of the Kananaskis Lodge from Delta Hotels, and in the rebrand and relaunch of the property to Pomeroy Kananaskis Mountain Lodge.



Incite worked with Hokanson Capital and Colliers International to reposition and brand the property as 9Triple8 Jasper, and then support ongoing marketing and leasing efforts leading to a successful sale of the property.



Incite was engaged by Next Equities to build the brand and marketing strategy for Kepler Academy.



Incite worked with Lloyd Sadd to develop the Navacord brand and growth strategy, including the acquisition and integration of multiple independent insurance brokerages.



Incite served as advisor to Davies Park in its merger with Leaders International.

CONTACT

Ted Kouri

Founder and President

ted@incitestategy.ca

780.784.5522

Jesse Meyer

Principal

jesse@incitestategy.ca

780.784.5531

Trish Kushniruk

Partner and Principal

trish@incitestategy.ca

780.784.5533

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