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MCDUGALL ENERGY INC. PHOTOGRAPH

McDougall Energy Inc., based in Sault Ste. Marie, Ont., has a strong planning process that encompasses “our culture, our strategy and our tactical plans,” says Darren McDougall.

Third-generation company trusts in adhering to ‘timeless guiding principles’

McDougall Energy Inc.
mcdougallcorp.com
Location Sault Ste. Marie, Ont.
Sector Petroleum distribution and marketing
Market Canada

Founded in 1945, McDougall Energy Inc. is a family business now in its third generation.

The company, with 15 offices and operating in Ontario and British Columbia, mar-

kets petroleum products in three distinct markets:

- the business market, where it sells commercial fuels, lubricants and propane to industrial and commercial businesses;

- the auto market, where the company either owns or sells to retail gas stations, primarily under the Esso brand;

- the home market, selling heating oil and propane, along with equipment sales and maintenance.

“Success is also driven by our employees, and a commitment to teamwork is fundamental”

Current president Darren McDougall credits the company’s success “to our strong commitment to our values, a set of timeless guiding principles that we use in context for

decision-making every day.”

The principles, he explains, are integrity, courage, respect, empathic listening, education and fun.

“These values underscore the value of the culture of our company, as we continue to diversify in the petroleum industry,” he says.

In addition, McDougall Energy has “a very strong corporate plan and planning process which encompasses our culture, our strategy and our tac-

tical plans,” he says.

“Success is also driven by our employees,” he adds, “and a commitment to teamwork is fundamental.”

In recognition that the company has thrived, in part, through the continued patronage of the communities in which it operates, McDougall Energy is a strong supporter of local community initiatives.

“Finding partnering organizations or charities that can maximize corporate investment is an important component of our strategic development,” says Mr. McDougall. *Bev Cline, Financial Post*

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