



CASE  
STUDY

## IMPACT ON BUSINESS: STRATEGIC NATURAL RESOURCE CONSULTANTS

“Despite a global recession, Strategic has grown from a dozen staff to over 150, and we are still evolving,” says Jonathan Lok. “The average age of our staff is between 30 and 35, and we attract both recently graduated professionals and seasoned mid-career professionals. Attracting and retaining the best and brightest allows us to benefit from their

NEW IDEAS,  
NEW ENERGY  
AND NEW  
FAMILIES

to our communities.”

ICET funded projects have demonstrated traditional direct and indirect economic benefits for the region, communities, individuals and businesses. In certain cases, the projects have also had a catalytic impact on a specific business. This is the case with Strategic Natural Resource Consultants Inc., which was known as Strategic Forest Management in 2006 when it obtained the contract to build the North Coast Trail project. At that time the company was in its infancy, with approximately a dozen employees offering traditional forestry consulting services.

The North Coast Trail project not only allowed Strategic to exercise its expertise in professional planning, access development and remote operations, but also prompted the company to bring in new people from outside the traditional forestry realm, which enhanced their perspective on non-forestry uses of the forest land base. Through the construction of a number of new trail projects, co-funded by the Jobs Opportunity Program (JOP) and ICET, this team quickly acquired valued expertise and recognition in trail construction and recreation management, which allowed staffing to increase. Ultimately, a new business line evolved, which now flourishes across BC.

“The North Coast Trail project created a paradigm shift in Strategic and initiated an evolution in our identity across the marketplace. Using this as a differentiator, we have been able to develop a whole array of new business lines which derive value from non-traditional forestland resources and remote operations, a natural – yet calculated – extension of the forestry work which we had been doing,” states Jonathan Lok, Managing Partner for Strategic Group.

Today the company has eight business lines delivering a wide array of services. “Our path was by no means the easy one... but it was the right one for us. We knew all along that our key to success was centered around being respected, diverse & sustainable – and that takes leadership, investment and commitment, especially when times are tough,” concludes Lok.