



**Navigating Tomorrow:
Strategic Planning for Growth, Sustainability, & Resilience**

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WHO WE ARE

J&K Strategy Consultants is a boutique consulting firm located in Newfoundland and Labrador.

We guide not-for-profits, professional associations, municipalities, and businesses on visioning, strategy, planning, and evaluation.

We create and execute a plan tailored to a client's needs and aim to exceed client expectations through exceptional customer service and quality work.

OUR VALUES



Environmental Care

We consider environmental sustainability in everything we do. Both in our own business and opportunities for our clients.



Gratitude

We are grateful for new and established partnerships with clients, the opportunity to share and collaborate, and to learn from each new experience.



Integrity

We have strong principles and ethics. We demonstrate honesty and respect in every interaction.



Results Driven

We are focused on action and strive to ensure the client is well-served by the product we produce.

Why are we here?





Streams



Heritage and Arts



Healthy Built Environment



Food Security



Environmental Stewardship



Climate Action



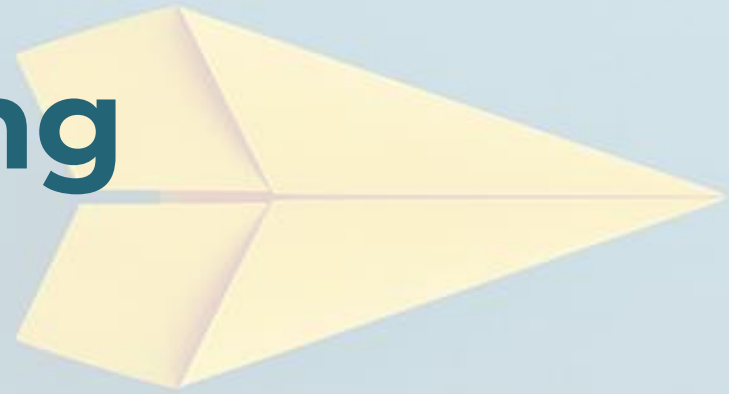
Core Values #1

Environmental Care



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Polling



Climate Stressors on Communities (ever-increasing)

- Extreme heat
- Heavy rainfall and flooding
- Drought and water scarcity
- Sea-level rise and coastal erosion
- Wildfires
- Severe storms and hurricanes
- Changing ecosystems and biodiversity loss
- Air quality degradation
- Vector-borne diseases (e.g., ticks, mosquitoes)
- Food insecurity due to agricultural disruption / supply chain disruptions
- Physical and mental health impacts

Community Planning is Essential



<https://www.ipolitics.ca/2025/07/02/its-too-late-david-suzuki-says-the-fight-against-climate-change-is-lost/>

<https://www.cbc.ca/news/science/david-suzuki-climate-change-1.7582418>

“For me, what we’ve got to do now is hunker down. The units of survival are going to be local communities, so I’m urging local communities to get together.... Governments will not be able to respond on the scale or speed that is needed for these emergencies, so Finland is telling their citizens that they’re going to be at the front line of whatever hits and better be sure you’re ready to meet it.

Find out who on your block can’t walk because you’re going to have to deal with that. Who has wheelchairs? Who has fire extinguishers? Where is the available water? Do you have batteries or generators? Start assessing the routes of escape. You’re going to have to inventory your community, and that’s really what we have to start doing now”.

Planning for Tomorrow, Today

Climate Change Preparedness



Protects Public Health
& Well-Being



Builds Resilience



Strengthens Business
Continuity

Planning for Tomorrow, Today

Environmental Stewardship



Boosts Economic Growth



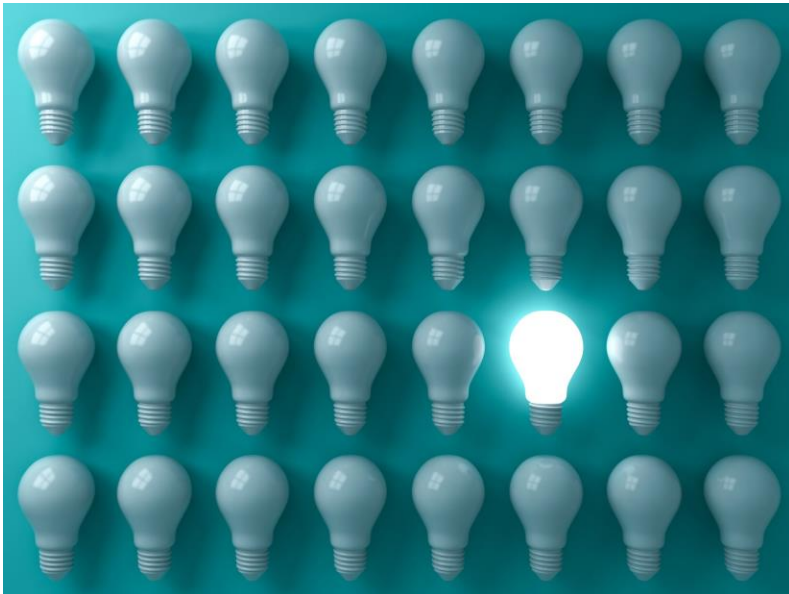
Enhances Quality of Life



Supports a Healthy Planet for Future Generations



The MIRACLE Question



- Future thinking
- Shared vision
- First step in developing priorities, goals, and actions



Vancouver's environmental sustainability vision is centered on becoming the world's greenest city, with a focus on reducing carbon emissions, promoting sustainable transportation, and enhancing green spaces.



Town of Puffin Inlet

Climate Change Vision

What would this look like for your town?

your **residents**

your **green spaces**

your **community infrastructure**

your **economic growth**

your **town council**

Planning for Tomorrow, Today

Are you
planning for
climate
change?

How often do you review your plans?

How do you know you're making progress?

Are your residents aware of the impacts of climate change, and your community's plan?

What successes have you had?

What are your gaps and challenges?

What are your opportunities?

We Can Help

We listen to you, identify your needs and deliver visioning, strategy, planning, and evaluation activities.

We tailor a plan to meet your goals and work within your budget.

We deliver results. We do the heavy lifting so that you and your team can fully participate in the process.

**Contact us for a
complimentary
30-minute Consult**

jkstrategyconsultants.com



OUR TEAM



Keith Parsons MSW, RSW

A registered social worker of 30 years, Keith is an experienced leader, facilitator, clinician and strategic planner.



Joanna King MBA, G. Dipl. SR&S

Joanna's career spans some 20 years with roles in communications, program management, and planning.



Mariel Newell MSc. Kin

Mariel combines her personal and professional passions and successfully plans, organizes, and facilitates planning initiatives.

We believe in
the power of planning
to drive results.

Contact us today

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**Questions?
Comments?**