My Business, My Community

Nanaimo Regional District

My Business

LK Consulting – marketing research and ideation facilitation

My Community

Nanaimo



Name

Laurie Kersten

Immigrated/migrated from

USA (Minnesota)

Language(s) spoken

English

My Community

Nanaimo, BC

Years in Community

Less than one (moved August, 2010)

Products & Services of my Business

I'm a qualitative marketing researcher as well as a brainstorming facilitator. I work with companies that want to better understand their customers via qualitative research such as focus groups and in-depth interviews. I also facilitate idea-generation sessions, to help companies develop concepts for new products and communications that will resonate with their customers.

Business Contact information: Email: LaurieKersten@shaw.ca

Advantage of doing business here

I'm able to enjoy beautiful surroundings while working from my home. I have no commute most days and can get to a major airport relatively quickly for work trips.

Able to be successful here because

Much of my work can be done from home and the rest requires travel. I'm not tied to a specific city, so I can choose to live wherever I want – and I choose Nanaimo!

Greatest Challenge overcame

Realizing that I don't have to find my work here simply because I've chosen to live here.

If I were to do it again...

I'm not sure I would do anything differently. I'm glad I sought clients in Nanaimo and Vancouver for a few months before turning to former clients and colleagues in the US. This way, I appreciate the business I'm getting more than if it hadn't been a bit of a challenge.

How moving here enhanced my dreams

I get to write discussion guides, develop research reports, edit concepts, and prepare for focus groups ... all while watching the ferry come into Departure Bay. What could be better than that?!

Most Valuable Advice to give to someone new:

If you're a professional moving here without work (as I did), have a strong financial cushion and be prepared to find work remotely or change careers, if necessary. And, depending on your field, you might find the perfect position here in Nanaimo, right when you need it.

Best Business Quote

"It is difficult to get a man to understand something when his salary depends upon his not understanding it." Upton Sinclair (helpful insight into the Wall Street debacle).

Anything else to add:

A key part of feeling at home in a new city is building a strong social network. As a hobby, I run a non-profit social group that helps relocated professionals meet and build a circle of friends in Nanaimo. Please come join us when you're in Nanaimo.

See: www.lmnotfromhere.com.

