

Laura is an open and thoughtful collaborator and coach, who loves building relationships and supporting teams and individuals to grow and thrive. She has 15 years experience working in the public sector, often navigating challenging and politically sensitive policy areas and tables. She is a skilled and intuitive facilitator, with a strong background in communications, issues management and stakeholder engagement. A trusted leader and advisor, Laura is a big picture thinker who approaches challenges strategically and works to understand all sides of an issue.

Laura is committed to learning from everyone she works with. Her key skills are summarized below.

STRATEGIC COMMUNICATIONS AND ISSUES MANAGEMENT

Laura brings ten years of strategic communications and issues management experience to Elevate and has developed and executed communications strategies to support complex and high-profile public policy issues. She has extensive experience creating a wide variety of communications products and supports clients to think strategically and proactively to minimize issues and maximize success, with an eye for identifying potential problems and developing solutions.

STRATEGIC & BUSINESS ACUMEN

The ability to link complex ideas and programs, identify interdependencies, connect to the organizational mandate, and identify underlying issues in everyday decisions are some of Laura's key strengths. She has extensive experience in critically analyzing issues to get at the crux of a problem and a strong ability to quickly interpret and analyze options and uncover both creative and common-sense solutions. Laura thrives in dynamic environments and is able to navigate uncertainty with grace and skill.

LEADERSHIP DEVELOPMENT & COACHING

Laura is a certified organizational coach and is passionate about supporting individuals and teams to grow authentically and in alignment with their values. She has a warm and calm presence and supports clients to feel comfortable and to reach their full potential. She has experience facilitating and coaching teams to uncover new opportunities and grow together. She leads with empathy and an innate desire to help others navigate complex relationships and situations.

BUSINESS WRITING

With nearly 20 years of writing and editing experience, Laura brings exceptional communication and writing skills to work for her clients. She can distill complex topics and concepts, so they are easy-to-understand and read, and brings clarity and flow to everything she works on. Laura has experience writing a wide variety of government documents, as well as articles, news releases and speaking notes.

EMPLOYMENT HISTORY

- Elevate Consulting, Management Consultant – December 2022 to present
- Director, Health Workforce Planning and Strategic Initiatives, Ministry of Health, March 2020 – November 2022
- Director, Stakeholder Engagement, Ministry of Health, January 2019 – March 2020
- Manager, Media Relations & Issues Management, Government Communications & Public Engagement, March 2015 – January 2019
- Sr. Public Affairs Officer/Public Affairs Officer, Sept. 2008 – March 2015
- Assistant Editor, Horse Community Journals Inc., February 2006 – March 2008

EDUCATION AND PROFESSIONAL DEVELOPMENT

- Organizational Coaching Certification, University of British Columbia, 2021
- Bachelor of Arts, English and Professional Writing, University of Victoria, 2005
- Fierce Conversations, BC Public Service, 2018
- Coaching Conversations, BC Public Service, 2018