Networking for Inuit Women Entrepreneurs

Inspiring Entrepreneurship for Stronger Inuit Communities





WORKSHIP OUTLINE

2) CHALLENGES

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MAP OUT YOUR CURRENT NETWORK

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BUILD IT-RELATIONSHIP ACTION PLAN

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DIFFERENT WAYS: ONLINE, REMOTE, IN-PERSON

BUSINESS NETWORK GOALS



Importance of a network



As an entrepreneur building or growing a business, not having a network is like trying to hunt and catch a whale and then harvest it all by yourself: it makes it much easier when you have a community of support to help!

- O Business peers and mentors
- Clients
- Partners
- Collaborators

Business = relationships, people



The Challenges





General challenges:

- O Comfort speaking about yourself
- O Knowing how to describe your business
- O Using the 'relationship first' approach

Unique challenges to the North:

- O High costs of travel
- Lack of infrastructure
- O Cultural context



Feeling good about me and what I do!

Write out **3 WOrds** that others would use to describe what they value/like in you. e.g. fun, creative, pay attention

Write out WHAT you do in your business and WHY you do it?

i.e. why is it important to you and the people we serve?

AND THEN....PRACTICE!



Further challenges in the North



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How can we build networks with:

- O High costs of travel
- Lack of technology and infrastructure (access to internet, etc)
- O Cultural context
- Language barriers and regional dialects
- Lack of child-care and family responsibilities
- O Life responsibilities and challenges



What is your current network?



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Who around you who is part of your network?

- O Personal friends and family
- People you run into everyday (businesses, school, work)
- People in the community who you may not know well but who you recognize
- People in on-line communities
- Who else?

Activity: Map it



Build your network relationships

What types of relationships do you want to build?

- List them.
- O Where and how will you find them?
- How can you give back to or serve these people for their help or participation?

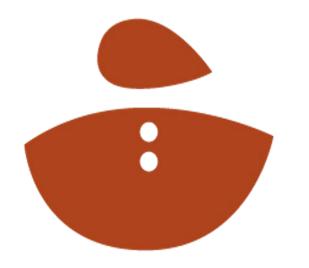


The iWBN is a great place to start!





How can the iWBN help you?



- Provides a toolkit with resources on banking, funding programs, and the use of social media and mentorship
- O Monthly informational newsletters
- An advisory committee of Nunavut business development organizations that provides culturally relevant guidance and support
- Connects Inuit women across Canada, in Inuit Nunangat as well as urban centres





Your relationship action plan (R.A.P.)



Review your notes and thoughts from the **workshop** and **discussion**.

- Three action items toward building your network
- Why you've chosen those actions in particular
- When you want to do them
- Who will check in to make sure you've done them





Inuit Women's Business Network www.pauktuutit.ca/iwbn







QUJANNAMIK THANK YOU!

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