

Resources Mapping for Inuit Women Entrepreneurs

Inspiring Entrepreneurship for Stronger Inuit Communities

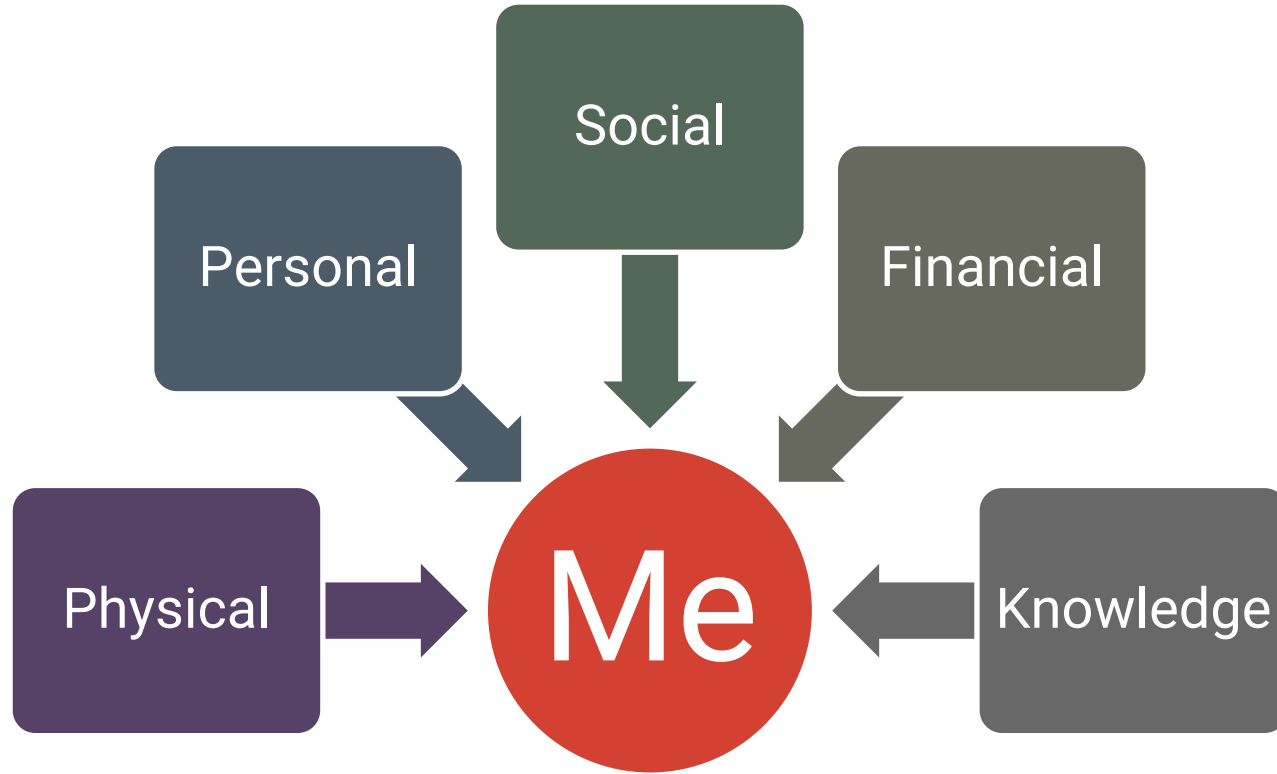
Why use a mapping tool/technique?



- Simple & Visual
- Gets it out of your head
- Clear overview
- Easy to see gaps
- Confidence building
- Clearer way ahead to plan



RESOURCES MAPPING



What do I have already?



Physical:

- ☐ Housing
- ☐ Food
- ☐ Health
- ☐ Transportation
- ☐ Child/Elder care
- ☐ Technology



What are my networks and social support?



Social:

- ☐ Support from family
- ☐ Support from friends
- ☐ Work/life balance
- ☐ Community involvement
- ☐ Political participation

Social Resources – Map it!

This is your Network, the relationships you have with others.

This can help you with:

- ☐ Moral support and confidence you're on the right track
- ☐ Mentoring
- ☐ Creative ideas
- ☐ New learning and information
- ☐ Hands-on help

How do I manage my money?



Financial:

- ☐ Investment Money
- ☐ Banking
- ☐ Bookkeeping
- ☐ Budgets



Map it Activity



Activity:

Which of the **4 main areas** of financial resources do you feel you are most comfortable with or are set up with already?

MAP IT OUT

What do I know?

Knowledge:

- ☐ Education
- ☐ Skills
- ☐ Traditional
- ☐ Experience



Knowledge...Map it.



Activity:

What specific knowledge of your craft or service or industry do you have that you bring to make your business successful?

What is missing and where to get it?

Wrap up...



Share something that stood out for you, that you learned from this workshop, or that you would like to share with the group before leaving.

Is there something you are excited to start doing?

RESOURCES



Okpik Consulting
okpikconsulting.ca

Canadian Indigenous Business Development Resources
www.aadnc-aandc.gc.ca/eng/1100100032796/1100100032800

QUJANNAMIK THANK YOU!

*Inspiring Entrepreneurship
for Stronger Inuit Communities*



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INUIT WOMEN OF CANADA