RESOURCES MAPPING Resources Mapping for Inuit Women Entrepreneurs

Inspiring Entrepreneurship for Stronger Inuit Communities





What is a business resource?

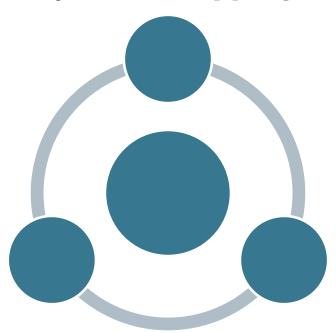


Supplies for your product or business activities, **Support** or **information** that you can draw upon when needed to make a business decision.





Why use a mapping tool/technique?

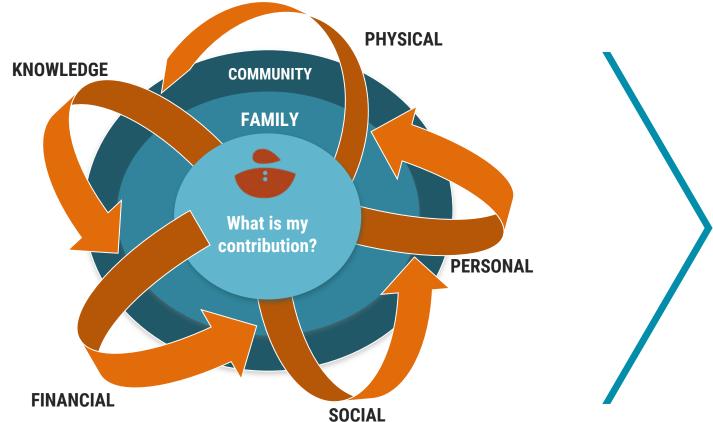


- O Simple & Visual
- O Gets it out of your head
- Clear overview
- Easy to see gaps
- Confidence building
- O Clearer way ahead to plan



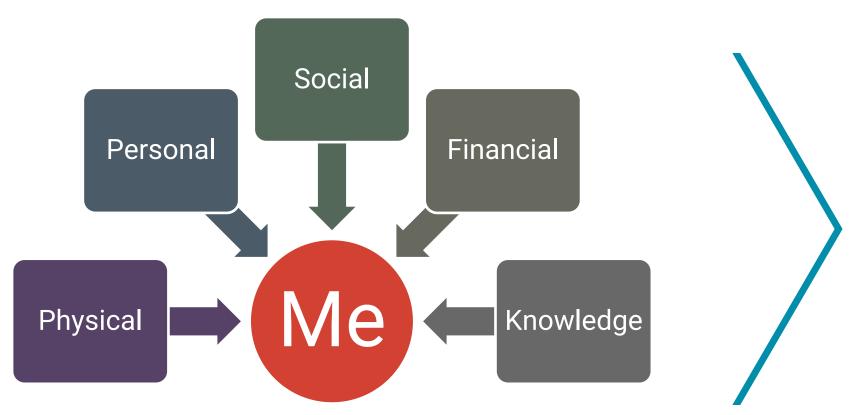
















What do I have already?



Physical:

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







What do I physically bring to my business?

What I still need?

- Pieces of fur/skin
- More energy (been sick a lot lately)
- Child care after school

How/Where I might get it?

- Ask my aunt
- O Better sleep/food; spend more time on the land
- Talk to sister





Who am I? What do I bring to my business?



Personal:

- Confidence
- Culture
- Motivation
- Spirituality
- Self-awareness
- Creativity
- Goal Setting







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
- O 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?







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

