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Wìdjìwàgan

BECOMING AN
INDIGENOUS
ENTREPRENEUR
WORKBOOK

GETTING STARTED

Welcome to the “Becoming an Indigenous Entrepreneur” course. This course can help you come up with a business idea based on your values and to have a positive impact on your community.

This course starts with YOU. Who you are, where you come from, what your strengths and passions are can all help you to come up with an idea and begin to build it. As mentor and coach Jacqueline Jennings says, “everything you need is already inside of you.”

To get the most out of this course, complete the corresponding exercises in your workbook as you travel through the four online module journeys. These exercises will prompt you to identify and reflect on your strengths, yourself, your community, your visions for the future and ultimately lead to the development of your businesses story.

Let’s get started!





SELF Journey 1

Exercise 1: Naming Yourself

Recommended time: 20 minutes

Instructions

Take some time to think about where you come from, who you are in relationship to others, where your passions lie, and who came before you.

The questions we've provided you within this exercise have been created to write your own "I am" statements. These statements can serve to empower you and remind you of who you are and the power that comes with knowing yourself while on this journey.

These statements will also be helpful to you as you move through the course and think about your business idea. The best business ideas reflect who we are, our interests and our strengths.

Parts of you that can inspire your 'I am' statements

- Where do I live? Where else have I lived?
- Who are the people that came before me?
- Where do I feel like I most belong? How do I name this community?
- Who are my parents?
- Who are my grandparents?
- Who am I in relationship to others?
- Who am I in relationship to this land?
- Why does my identity matter to me?
- Where do my passions lie? (e.g. If you love to draw, you might say "I am an artist")
- What are the names that others have given to me now or as a child? What do these names represent about me? (e.g. My parents called me foxy when I was young because I would sneak around so quietly, like a fox.)
- What are my strengths (e.g. "I am good at...")

My "I AM" statements

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SELF Journey 1

Exercise 2: Connections

Recommended time: 20 minutes

Instructions

We are all connected to each other, to the land, to the animals, to the sun, the moon, and the stars in the sky.

We take pictures of things we care about, so that we can remember them and the moment. In this exercise, take a look at photos you've taken with a new pair of eyes. Notice what and who you are connected to and what and who is important to you.

Gather your photos from the following places:

- Photos on your phone.
- Photo albums.
- Photos throughout your home.
- Photos on your social media account.

Step 1: While looking through your photos, observe and write down the different people, places, things you commonly take photos of.

| People | Places | Things |
|--------|--------|--------|
| | | |



SELF Journey 1

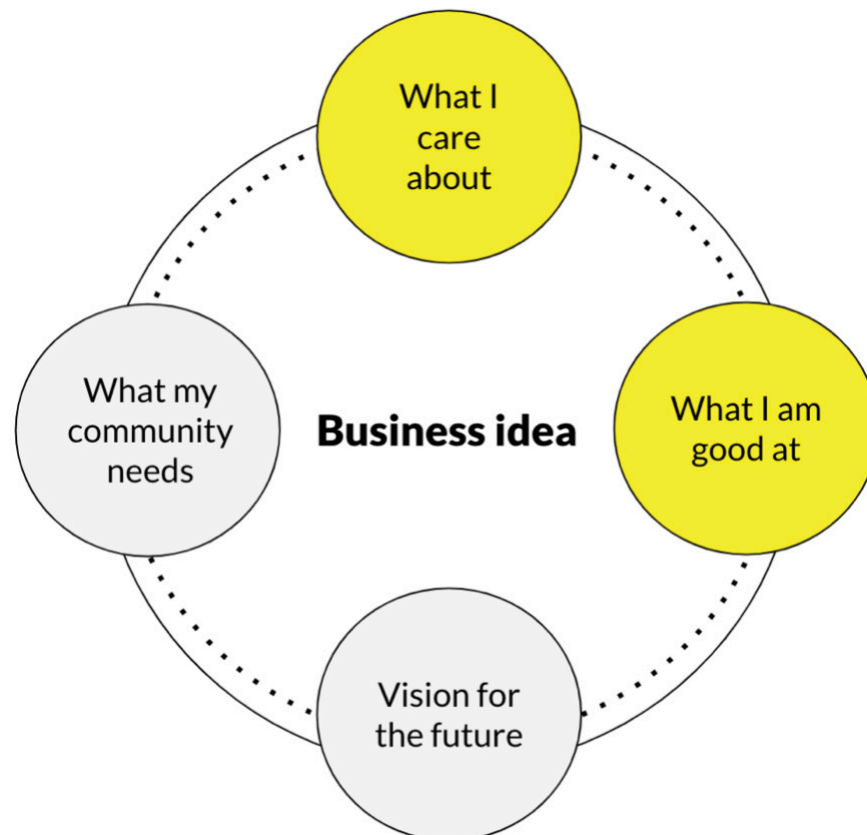
Exercise 3: Strengths and Passions

Recommended time: 20 minutes

Instructions

In thinking about your “I am” statements from Exercise 1 and your connections from Exercise 2, you may have noticed that you have many interests, passions and strengths.

Now is the time to name your passions, interests and strengths. Refer back to the two previous exercises to help you. This exercise can help you complete two of the main parts of the Indigenous Business Idea tool, getting you closer to your business idea.





Step 2: Do you notice any patterns? For example, if you notice that you have taken many pictures of your garden, the act of gardening or the place itself may hold a lot of meaning for you. Based on the list you make, you will notice interests and passions that you are already aware that you have. You may also notice interests and passions, that you didn't realize you have. This is a moment to learn about yourself. To help your reflection, answer the questions below.

1. What did you confirm that you already knew about yourself?

2. What did you learn about yourself for the first time?



SEE Journey 2

Exercise 1: Imagine Thriving

Recommended time: 10 minutes for meditation and take as much time as you need to write down your thoughts following the meditation video.

Instructions

Prepare for a guided meditation exercise. Find a place indoors or outdoors to sit down or lie down comfortably. Have your favourite paper and pen or other note-taking tool nearby.

Play the 10-minute video below. You will not need to watch the video, only to listen to it.

<https://drive.google.com/file/d/1VxLdQORmo51wAJ25NIMRplmNJKU5bve7/view?usp=sharing>

Reflection questions:

Many thoughts may have stayed with you from this guided meditation exercise. Or, maybe you didn't notice anything*. Both scenarios are completely possible and okay.

Take this time to think more deeply about your vision of a future where your community is thriving. Feel free to use the following 5 questions to help you put words to what you saw and felt.

1. What does it look like when your community is thriving? How does it feel?
2. What challenges and pains are worked through and no longer exist?
3. What makes your community happy and thriving in your vision?
4. Why was your community thanking you and everyone else involved? What did you do for them?
5. What does the world you would like to create look like? Try to imagine it. Feel free to draw it out.

*Note: Every time we do a guided meditation or visioning exercise it can be different. If nothing came to you today, you may still want to go through this next half of the exercise or you may want to try meditating again another time.



SEE Journey 2

Exercise 2: Notice Opportunities

Recommended time: 10 minutes for meditation and take as much time as you need to write down your thoughts following the meditation video.

Instructions

Prepare for a guided meditation exercise. Find a place indoors or outdoors to sit down or lie down comfortably. Have a paper and pen or other note-taking tool nearby.

Play the 10-minute video below. You will not need to watch the video, only listen to it.

[Insert video here]

Reflection questions

Many thoughts may have stayed with you from this guided meditation exercise. Or, maybe you didn't notice anything. That is normal. Every time we do a guided meditation or visioning exercise it can be different. If nothing came to you today, you may want to try it again another time.

Take this time to think more deeply about some of the opportunities and solutions you may have thought of while meditating. Feel free to use the following 5 questions below to get some of the opportunities you may have noticed down on paper.

1. What challenges and pains did I notice causing friction?
2. Which challenges and pains that I noticed were the worst?
3. What does my community need? What does my community enjoy?
4. What would help my community remove friction and glide through their lives?
5. What would my community enjoy using in specific moments in their day / lives?



FOCUS Journey 3

Exercise 1: My strongest business idea

Recommended time: 20 minutes

Instructions

A strong business idea is one that is based on your personal goals, your strengths and passions, a vision for the future you want to create, and your community's real needs. A business idea that is aligned with each of these elements has a strong chance of adding value to the world and of being fulfilling for you.

Fill the diagram below to identify your strongest business idea for a product or service or program – the idea that aligns all four circles. You may have many, but it's time to narrow it down. Take your idea and try putting into the two sentences below. You may write it out a few times over to see what feels right. Feel free to change the sentences around. The most important thing is that each of the 4 circles is mentioned.

Keep in mind that this is just a first step. It doesn't need to be perfect and it isn't set in stone. Try sharing your idea with some people whose advice you appreciate. You can tweak it with their input.

If this exercise does not work for you, it is possible that you are not ready for it. If you do not see your idea clearly, consider which of the 4 circles is under explored. You can go back to the exercise and try it again or try to go deeper.

My business idea:

I will _____ in order to _____ because _____ matters to me.
 (what I am good at) (what my community needs) (what i care about)

Over time, I hope my business will _____.
 (Vision for the future)



Example 1

I will bake bread in order to feed kids at the local daycare because kids having nutritious treats matters to me.

Over time, I hope my business will feed kids all over my province.

Example 2

I will build an app in order to help people know how clean their water is because health and access to water matters to me.

Over time, I hope my business will ensure that all people have clean drinking water.
My business idea:

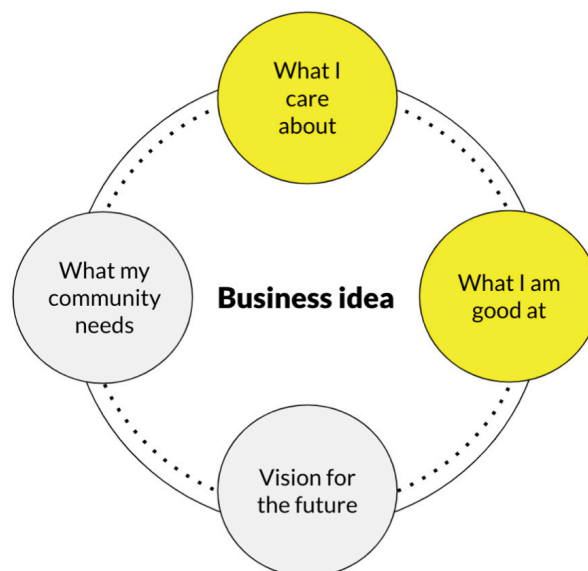
As a(n) _____ (how you identify yourself)

I want to support _____ (your community and primary audience)

By creating / building / offering _____ (product, service or program you want to build)

So that _____ (impact / value created).

Overtime, I hope my business will _____ (vision for the future).





FOCUS Journey 3

Exercise 2: Elements of my business

Recommended time: 20 minutes

Instructions

We have already talked about your vision for the future. Now we are going to explore how you envision your business in a practical way. It's time to think creatively. Let your imagination run wild and free. Let your motivation and determination ground you in this exercise.

In this exercise, you can begin envisioning or planning key aspects of your business. This vision will evolve, deepen, and become more specific over time as you build your business and as the world around you changes. This will be a starting point. Many of these ideas will eventually find their way into a business plan or a business model. But for now, they are just your initial thoughts. Write down your answers below.

1. Who do you see yourself surrounded by in your business?
2. Who do you think could be your first customer?
3. What skills and strengths do you think could be very helpful to you?
4. What other resources do you think you might need?
5. How much will your product or service cost?
6. What will make your business unique?



RELATIONSHIP Journey 4

Exercise 1: Telling a business story

Recommended time: 20 minutes

In order to gain different kinds of support for your business, it is very helpful to be able to talk about it. If we think about it as telling a story, then we know that we can practice telling it over and over again, until it comes naturally to us. Just like when we tell any story, it can change over time depending on the context and who you are telling it to.

There are some key elements you can consider including in your business story in order to ensure that you can attract opportunities and resources that can help you. By incorporating your values into your story, you can be sure to attract people who share your values and genuinely want to help you achieve your goals. These people will see themselves in your story.

Here are three tips to help you get started:

Know your audience.

Who we are sharing our story with and where we are sharing it can affect how we tell it. Be mindful of your audience and adapt your message to appeal to them and to get their support.

Be authentic. Don't be afraid of sharing your personal journey.

However you got to this point in time, whatever came before, it is a part of how you got here. Share what you have learned. Be yourself. You are who people want to collaborate with.

Provide emotional and rational reasons for your business.

Humans are empathic creatures. We want to help each other if we can. By providing emotional reasons, such as speaking to how you will help others and rational reasons, such as evidence of the problem, the demand for your offering, and your likelihood of success.



Instructions

Here is an example of a story outline. Feel free to adapt it in a way that feels right to you. After all, you know your story better than anyone else.

To start, practice telling a short version of your story. Your short story won't cover everything. It's purpose is to intrigue people quickly, so that you can follow up with deeper and more detailed conversations. Write one or two sentences for each section thinking of a specific audience. Try doing it for a few different audience types. Some parts might stay the same for each audience and other parts will change, such as your invitation.

WHY

This part of your story answers questions about why you started it. How did you get here? What is the problem or opportunity you noticed?

WHAT & HOW

What are you and your business doing and offering? How will you serve your customers? How you are planning to do it. Who will work with you?

YOUR VISION

What life is like for the people and communities that you have served? Paint a picture for your audience. Speak to how your customers' lives have changed? How do they feel?

INVITATION

You can offer others the opportunity to join in helping the people, communities and earth you will serve. Try to be specific about how they can help – money, equipment, expertise, space, technology, time – whatever it may be.

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| AUDIENCE | |
| WHY | |
| WHAT & HOW | |
| YOUR VISION | |
| INVITATION | |



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| AUDIENCE | |
| WHY | |
| WHAT & HOW | |
| YOUR VISION | |
| INVITATION | |



RELATIONSHIP Journey 4

Exercise 2: Sharing my story

Recommended time: 20 minutes

Instructions

Now that you have practiced writing your short business story, it's time to start practicing telling it.

- 1. Practice telling it on your own.** Try practicing in the mirror or recording yourself on your phone or computer so you can play it back. However you feel comfortable.
- 2. Find 3 people who support you that you can practice telling your story to.** Ask them for their honest feedback. Was anything unclear to them? They may have many questions for you. If they want to know more about your business, then you have done a good job. Your short story won't cover everything. It's purpose is to intrigue people quickly.
- 3. Try sharing your story with people you don't know and who may be able to help.** Record a video or create a social media post to share your story with the world. If you feel comfortable, include a smiling photo of yourself. Be proud. This is the beginning of an exciting journey. Use this hashtag to share it with us. #IndigenousInnovation We will be excited to hear about it and we will support you.

While you are on social media, try to find other Indigenous entrepreneurs you can connect with. By being connected online, you will be able to learn from each other. This is one way to start building your community of supporters.