

A group of wooden human figures of various sizes are arranged on a dark surface. Each figure has a blue speech bubble above it, containing three white dots. The figures are scattered across the frame, some standing upright and others slightly tilted. The background is a gradient of dark blue to orange.

Networking for Inuit Women Entrepreneurs

Inspiring Entrepreneurship for Stronger Inuit Communities

WORKSHOP OUTLINE

- 01 IMPORTANCE
- 02 CHALLENGES
- 03 MAP OUT YOUR CURRENT NETWORK
- 04 BUILD IT-RELATIONSHIP ACTION PLAN
- 05 DIFFERENT WAYS: ONLINE, REMOTE, IN-PERSON
- 06 BUSINESS NETWORK GOALS



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PAUKTUUTIT
INUIT WOMEN OF CANADA

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!

- Business peers and mentors
- Clients
- Partners
- Collaborators

Business = relationships, people



The Challenges



General challenges:

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

Unique challenges to the North:

- High costs of travel
- Lack of infrastructure
- 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



How can we build networks with:

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

A close-up photograph of four pushpins with colored heads (green, blue, green, and orange) stuck into a map. The map shows some text, including the word 'Village' and 'MOUNTAIN'. The image is partially framed by a white diagonal shape on the right side.

Who around you who is part of your network?

- 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

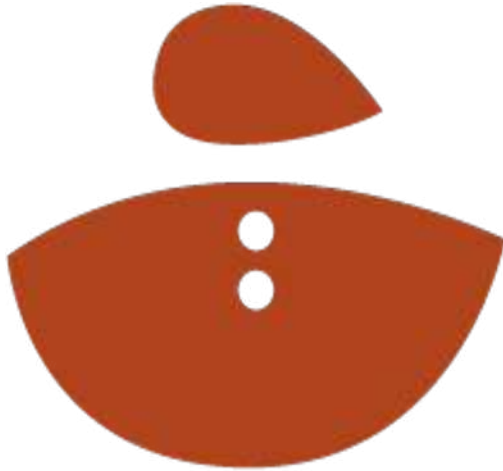
What types of relationships do you want to build?

- ☐ List them.
- ☐ 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
- 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

RESOURCES



Inuit Women's Business Network

www.pauktuutit.ca/iwbn



QUJANNAMIK THANK YOU!

*Inspiring Entrepreneurship
for Stronger Inuit Communities*



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