

# Resources Mapping for Inuit Women Entrepreneurs

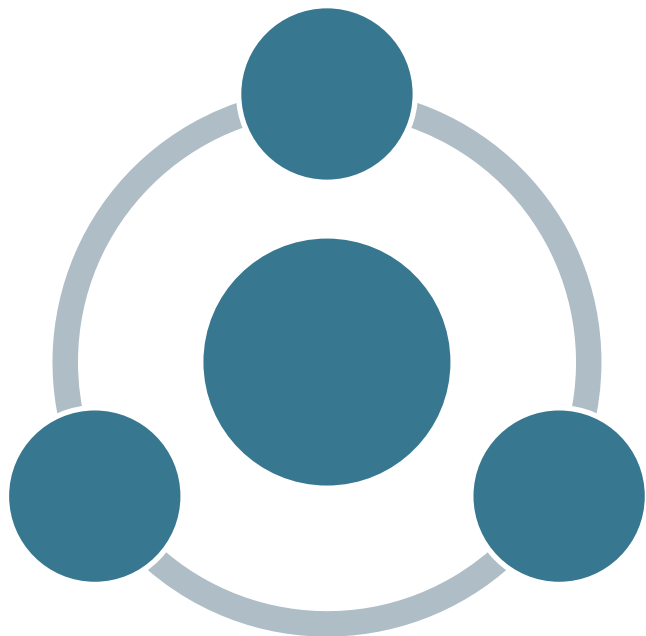
*Inspiring Entrepreneurship for Stronger Inuit Communities*

## 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.

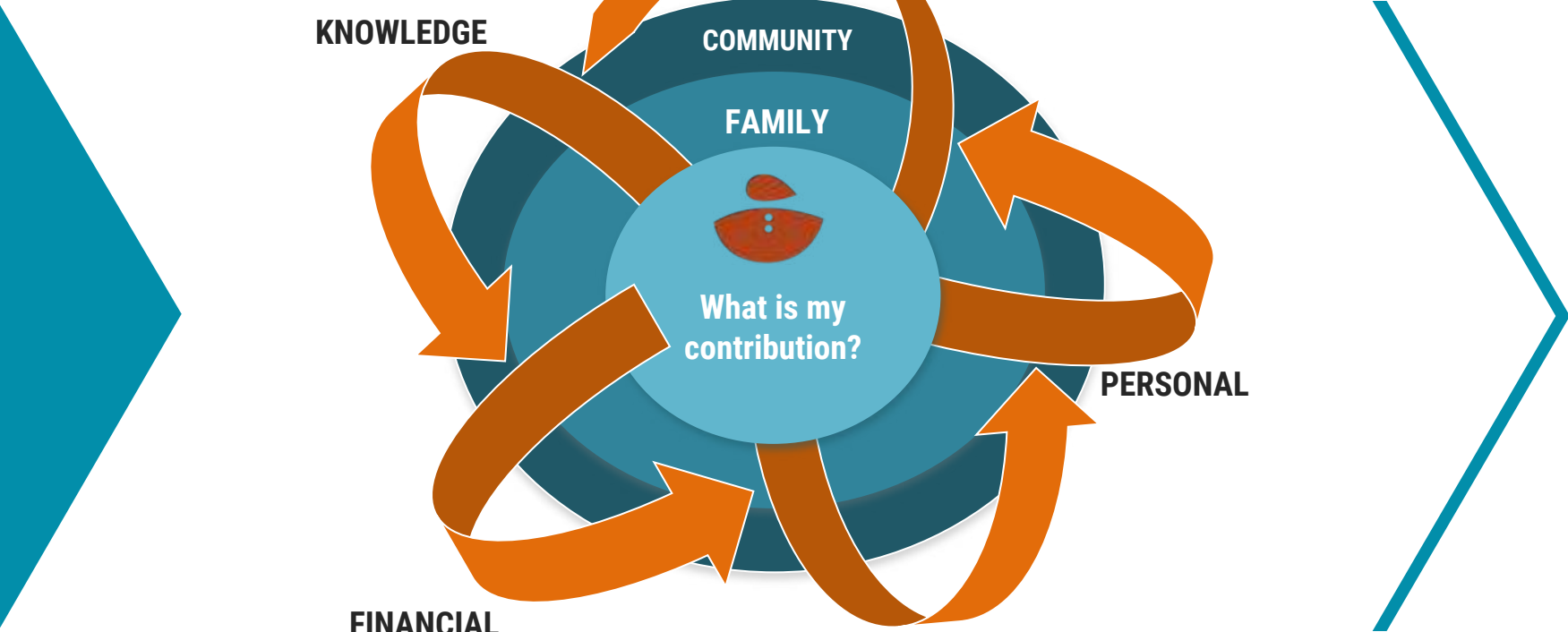
# Why use a mapping tool/technique?



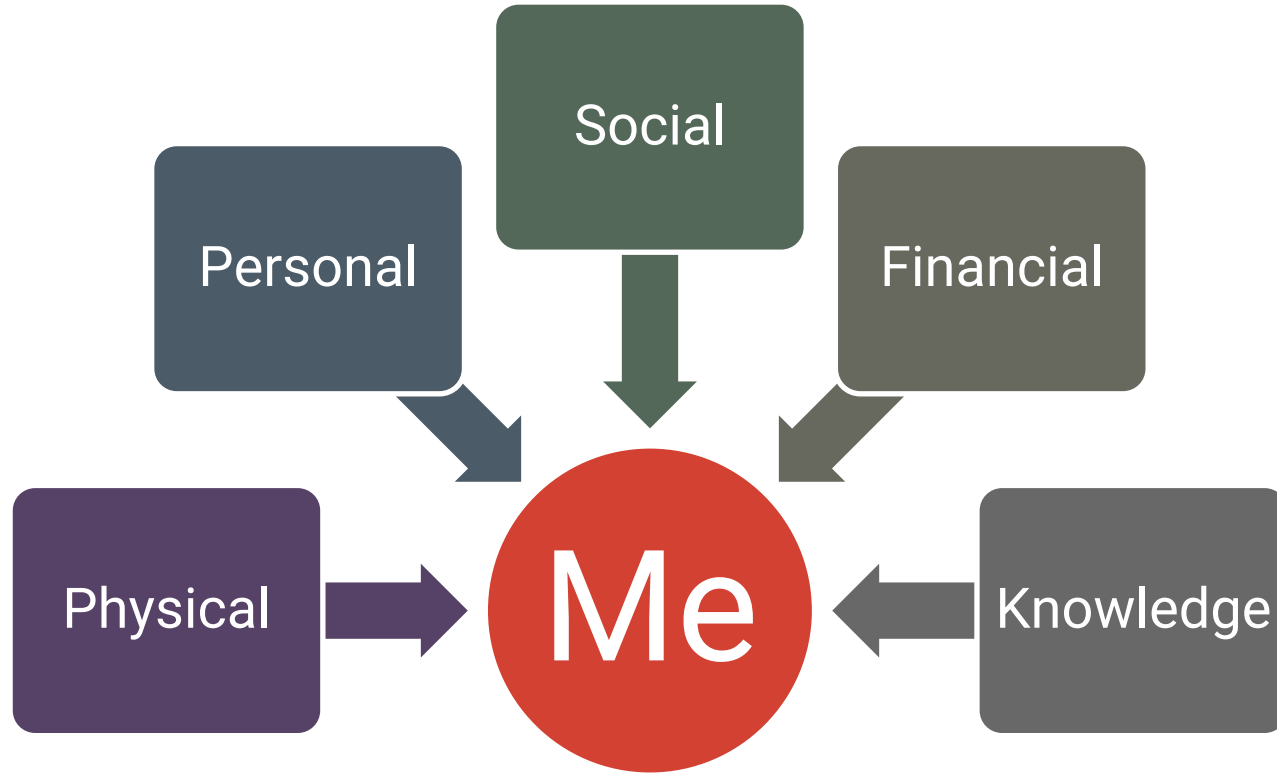
- Simple & Visual
- Gets it out of your head
- Clear overview
- Easy to see gaps
- Confidence building
- Clearer way ahead to plan



## RESOURCES MAPPING



## RESOURCES MAPPING



## What do I have already?



## Physical:

- ☐ Housing
- ☐ Food
- ☐ Health
- ☐ Transportation
- ☐ 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
- ☐ 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
- ☐ 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](http://okpikconsulting.ca)

Canadian Indigenous Business Development Resources  
[www.aadnc-aandc.gc.ca/eng/1100100032796/1100100032800](http://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