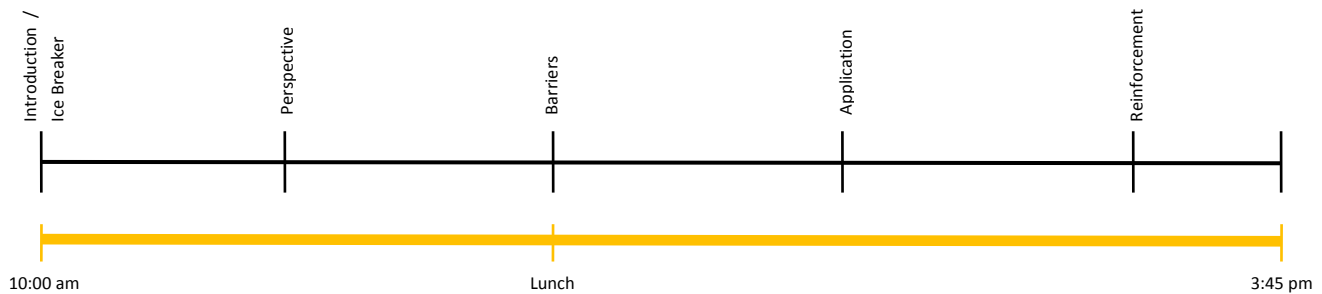


FOR EVERGREEN INNOVATIVE STRATEGIES
The Successful Aboriginal Entrepreneur Workshop Outline
Revised: October 25, 2011



INTRODUCTION: **30 min.**

- Client Background
- For Evergreen Background
- Purpose

ICE BREAKER **30 min.**

- True Stories Exercise
 - Audience stories and experiences

PERSPECTIVE **60 min.**

- History
 - The Birth Of Aboriginal Rights – A Historical Overview
 - Aboriginal Rights And The Legal Quagmire Vs Wealth Creation – Separation
 - Building Communities Vs Proving A Point
 - Opportunity Creation Vs Opportunity Realization
- Dependence Vs. Independence
 - The Welfare Trap
 - Welfare's Contribution To Substance Abuse And Dependency
 - Breaking The Trap
 - Key To Reining In And Getting Back To Independence
- Living Between Two Worlds
 - Aboriginal World
 - Socialist / Community Orientated,
 - Survival Of The Collective
 - Shaking The Affects Of Paternalism
 - Entrepreneurial World
 - Capitalist / Individual Orientated
 - Survival Of The Fittest
 - Personal / Protective Ownership
 - Compared To Other Opportunities (Corporate, Government, Municipal)

1

BARRIERS **60 min.**

- Misinformation And Misunderstanding
- Cultural Difference Between Aboriginal Home And The Dog Eat Dog Entrepreneurial World

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- Legal Confusion And “Interpretation Engineering”
- False / Misaligned Expectations
 - Entrepreneur Vs. Large Corporations
 - Unrealistic Goals
 - Get Rich Quick With Little To No Risk
- Historical Dependency And Bureaucratic Influences
- The Aftermath Of Paternalism
- “Will” The Need To Redevelop This
- Systemic Barriers
 - Racism – Is It Or Isn’t It?
 - Stereo Typing
 - Behavioural
- Sense Of Entitlement – What Is It And How Does It Affect The Relationship?
- Fear Of The Risks And Potential Failure
- Adversity
 - Anticipate, Recognize And Manage

APPLICATION

60 min.

- Setting Expectations
 - Primordial Filtering
 - Win Vs Compromise
 - Gather Information And Learn About Your Partner
 - What Are Their Needs And Wants
 - Is There History Of Success Or Failure With First Nations?
 - Why?
 - Are They Willing Partners Or Are They Being Forced Into It?
 - Understand The Business At Hand
 - Threats And Challenges,
 - Possibilities,
 - History
 - Family Ties,
 - Affect On Existing Workers
- Architect The Deal
 - Win For Win
 - Create Value For Your Partner
 - Separate Yourself From The Competition
- Separate The Venture From Politics
- GROW YOUR BUSINESS

- **EXERCISES BASED ON AUDIENCE EXPERIENCES GATHERED IN ICE BREAKER**

2

REINFORCEMENT

30 min.

- What Did You Learn?