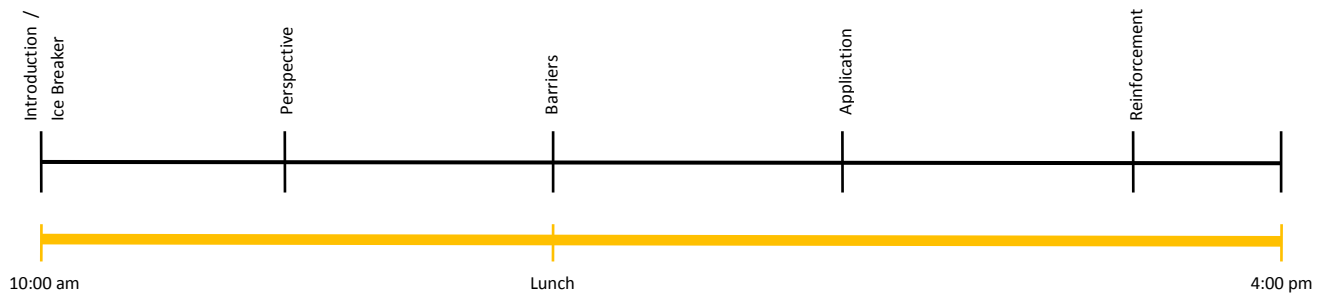


## FOR EVERGREEN INNOVATIVE STRATEGIES

Successfully Partnering with The 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 As A Target
  - 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)
- A Matter Of Principle Or A Matter Of Business?

1

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### BARRIERS

60 min.

- Misinformation And Misunderstanding
- Cultural Difference Between Aboriginal Home And The Dog Eat Dog Entrepreneurial World
- 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?
  - Maximize While Maintaining The Need To Earn The Result
- Adversity
  - Anticipate, Recognize And Manage
- Principles And Stereo Types
- Fear Of The Uncontrollable Or Unknown

2

### APPLICATION

75 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 Partnering?
      - Why?
  - Understand The Community Dynamics At Hand
    - Threats And Challenges,
    - Possibilities,
    - Demeanour
    - History
      - Family Ties,
      - Affect On Existing Workers
  - Understand The Prime Contractor / Developer Dynamics
    - Threats And Challenges
    - Experience / History With Aboriginal Community
    - Corporate Approach
      - Long Term Or Short Term?
      - Existing Arrangements With Aboriginal Community
        - Fees, Support Etc ...
- Work With Prime Contractor / Developer To Set The Stage

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- Encourage Aboriginal Community To Avoid The Urge To “Take The Job Hostage”
- Agree To Sub-Contractor First Based On Ability To Engage Aboriginal Community
- Set Positive Incentives For Meeting Targets,
- Stratify The Level Of “Benefits” Attainable By The Community,
  - Highest Benefits When Highest Capacity Is Achieved
    - Sub-Contractor And Community Each Receive Bonuses For Meeting Capacity Building Targets.
- Engage A Relationship Coach To Manage The Issues During The Heat Of The Operation
- Architect The Deal
  - Win For Win
  - Create Value For Your Partner
  - Separate Yourself From The Competition
- Separate The Venture From Politics
- GROW YOUR BUSINESS
- Record And Monitor Everything
  - Due Diligence
  - Aid In Learning And Growing Together After The Job.
  
- **EXERCISES BASED ON AUDIENCE EXPERIENCES GATHERED IN ICE BREAKER**

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### REINFORCEMENT

30 min.

- What Did You Learn?

3