

RWC

# NEWSLETTER

January 2024

## Reconciliation Works Canada

**INDIGENOUS  
ENGAGEMENT  
EXPERTS ASSISTING  
INTERNATIONAL AND  
CANADIAN ENTITIES  
TO NAVIGATE  
INDIGENOUS  
ENGAGEMENT,  
RECRUITMENT &  
RETENTION.**

Hello Again Everyone!

My name is Sandi Boucher and I am the owner of Reconciliation Works Canada, here to provide insight and guidance to assist your team to up their Indigenous Engagement game.

After all, to build sustainable bridges requires work on both sides.



[www.reconciliationworkscanada.ca](http://www.reconciliationworkscanada.ca)

### We serve non-Indigenous entities who wish to:

1. Hire Indigenous Peoples
2. Retain Indigenous Peoples
3. Work with or for Indigenous Peoples
4. Sell to Indigenous Peoples
5. Increase their Indigenous engagement.



# BOTH SIDES OF THE BRIDGE

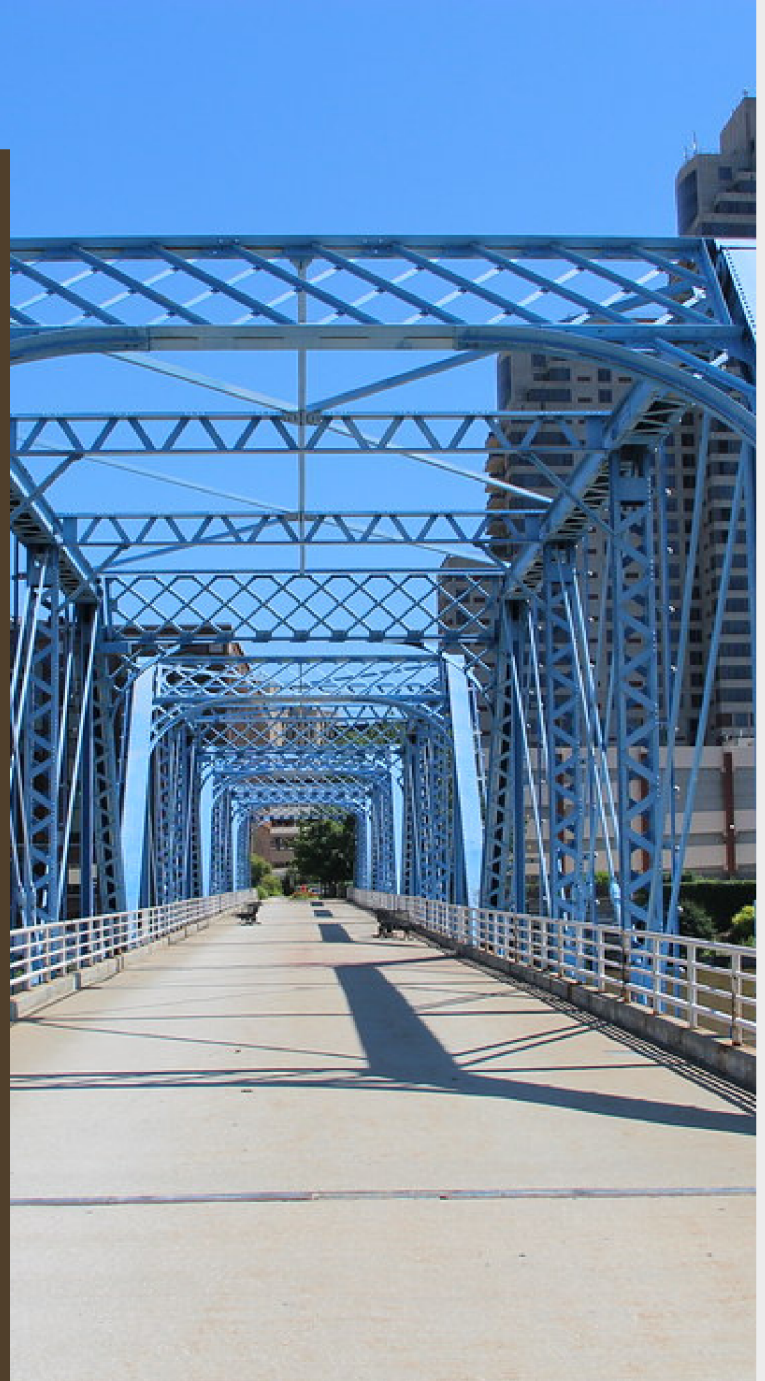
## TRAINING MEANS YOUR SUCCESS!

For decades, training has been provided to Indigenous peoples, assisting them to achieve success in a mainstream work environment.

But where is the corresponding training for non-Indigenous employers?

Up until recently, there was no such training. Advice and guidance often rested on the shoulders of one individual, hired to be the lead for the company's Indigenous engagement initiatives.

And often that work came with no guarantee that the employer would understand or listen to the advice.



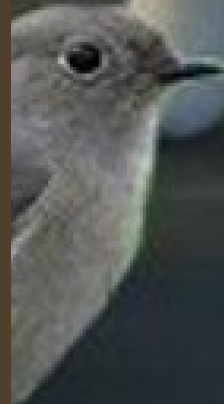
*If success is your goal, a plan is needed to address employment and retention challenges. Without a plan, the challenges will continue to cost YOUR company time and money.*

# But ...

## Why no training?

There are many possible reasons why such training has not previously existed, some are more palatable than the others.

- Pure Assimilation (They are the ones that have to learn, not us!)
- White Supremacy (They have to learn to listen to us if they want to succeed!)
- Oversight (they need us. They can't succeed without our guidance.)
- Judgement (Look at them. They have no idea how to succeed. They would be fools not to listen to us.)



*No one wants to work for the person or entity that looks down on them.*

*Expect nothing or minimal success from someone, and that is exactly what you will get.*

*Sandi Boucher*

## Two Sides to Our Support to Align with the Two Sides of the Bridge

It is our opinion that an employer and their management/supervisory team need education on Indigenous engagement if they wish to succeed.

That is the foundation of the bridge, but what the final bridge looks like requires something else - consulting.

Our FLEX Consulting Plans offer guidance on SPECIFIC issues you are facing as an employer.

Can't find employees?  
We can help with that.

Can't retain your employees?  
We can help with that.

As long as you remember ...

RECONCILIATION  
**VORKS**  
ANADA

## Flex Consulting Plan Information Guide



*"The solution to the problem is  
ALWAYS on your side of the  
bridge."*

Sandi Boucher

# Our Inheritance

Here at RWC, we hear it all the time ...

**“WE DIDN'T DO ANYTHING TO THEM. WHY DO WE HAVE TO MAKE ALLOWANCES FOR SOMETHING WE DIDN'T DO?”**

Welcome to Canada.  
Welcome to Canadian history.  
Welcome to the history we have ALL inherited.

Trust us when we say you may WANT to forget Canadian history but the Indigenous you are attempting to work with wish they could.

But we believe it IS possible to build a bridge between us and between the past and the future.



## **One Strike and YOU ARE OUT!**

**THE HARD TRUTH IS THIS ...**

- Indigenous nations and industries are rapidly breaking ties with companies and businesses that do not understand Canadian history and its direct impact on First Nation communities and peoples.
- They have no desire to correct your inaccurate statements.
- They would rather simply work with someone who GETS IT!

**RECONCILIATION WORKS CANADA WAS CREATED TO MAKE SURE YOU DO!**

# Our Plans

Here at RWC, we intend to provide the greatest support possible, with many of our educational options requiring nothing more than a few minutes of your time on a regular basis.

Consider the following:

- Follow Sandi Boucher on YouTube. She provides daily instructional videos Monday - Friday, videos that provide actionable, practical advice.
- Get on the RWC email list to receive that information directly in your inbox each day, reminding you to invest 10 minutes in upping your engagement game.
- Sign up for FLEX Consulting or FLEX Consulting Light.

Today would be a great day to start.



*Reconciliation will first require education for non-Indigenous, providing them with the “missing pieces” they need to successfully engage.*

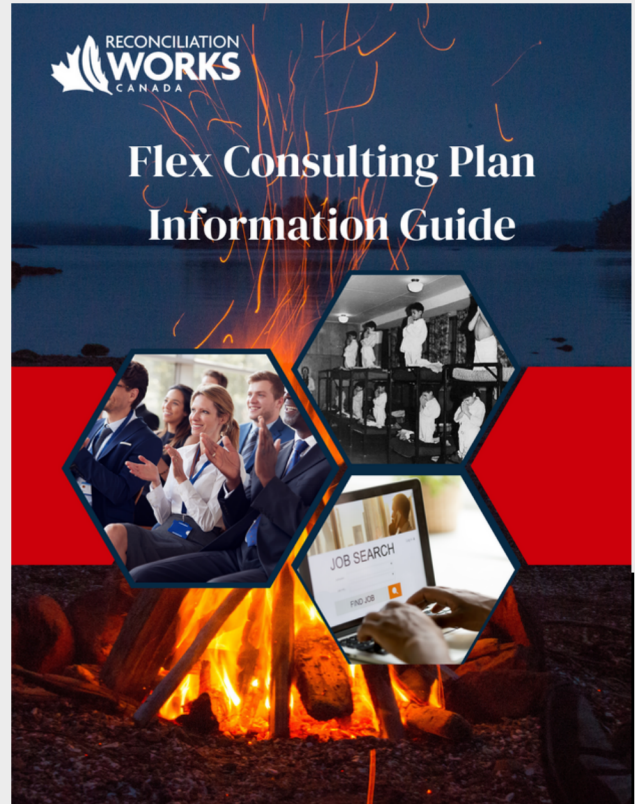
*Sandi Boucher*

# FLEX Consulting Plans

Participants in the FLEX Consulting Plan receive one virtual training session per month, emailed directly to provided contacts (no extra work for management or your HR department) along with direct access to Sandi herself, with up to 10 hours of 1:1 consulting per month to address your specific needs and challenges.

Participants in the FLEX Consulting LIGHT Plan receive one virtual training session per quarter, emailed directly to provided contacts (no extra work for management or your HR department) along with direct access to Sandi herself, with up to 5 hours of 1:1 consulting per month to address your specific needs and challenges.

Confidentiality is guaranteed.





# The **SOLUTION**



**There is no “one size fits all” solution. Which is why ongoing education coupled with targeted consulting to address your needs is what we provide.**

## **A BLUE OCEAN STRATEGY**

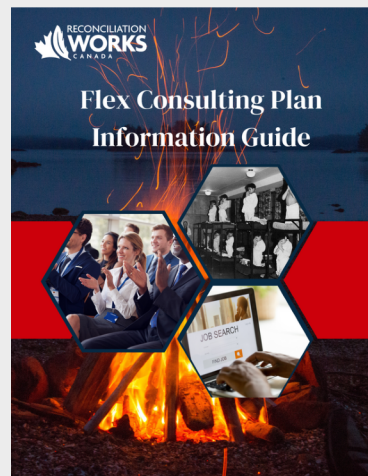
**As introduced in the national bestselling book by W.Chan Kim and Renée Mauborgne, a Blue Ocean Strategy considers two working solutions, identifies the strengths and weaknesses of both, then combining the answers to create a new innovative solution that maximizes the strengths of the previous two options while eliminating or minimizing the weaknesses. At RWC, we believe Canadian reconciliation can and must be a Blue Ocean Strategy!**



How can ...

**WE HELP?**

**Just  
consulting,  
just  
training, or  
both!**



**We have  
what you  
need!  
  
Contact us  
today!**

## **The Power of Good Advice**

ASSISTING YOU TO NAVIGATE THE  
LEARNING CURVE THAT IS CANADIAN  
RECONCILIATION.



Next ...

# ISSUE

**What you can  
look forward to  
in the February  
issue.**

I hope you enjoyed this issue of the RWC Newsletter. If there is anything you would like to see in an upcoming issue, simply send us an email at [sandi@reconciliationworkscanada.ca](mailto:sandi@reconciliationworkscanada.ca)

Until next time,  
be well!



Topics to be covered in the next issue of the RWC Newsletter:

FLEX Consulting Clients have already received their first virtual training course for 2024, namely "The PATH to Reconciliation Video Course".

In the next episode, we will highlight some key points from that training.



**Have questions or something you would love to have us discuss?  
Email us at [info@reconciliationworkscanada.ca](mailto:info@reconciliationworkscanada.ca)**