

RWC

NEWSLETTER

November 2023

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 with a special edition featuring all the changes we have made to ensure YOU have access to the information you need in the easiest ways possible.

Check out the changes and let us know what you think!.



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.



Bookings Online!

This is probably one of the BIGGEST changes here at RWC!

Once we have discussed your challenges, how we can help, and the date of your event, you can now go ONLINE TO BOOK and save!

Once an event is booked and paid for, you can be sure that your event will go off without a hitch.

Please note, expenses are invoiced and not included in the online price savings.



"Keynote, workshop, or seminar - the choice is yours!"

Sandi Boucher

A Daily Blog packed FULL of relevant information

Each day, Sandi Boucher, the owner of RWC, shares a relevant blog post on the RWC website.

**Learn how
Indigenous see the
world.**

**Learn why retention
isn't working.**

**Learn tips and tricks
to up your
Indigenous
engagement game.**

**Get the answer to
YOUR questions in a
free and easily
accessible way!**



*Reconciliation is a journey, best
taken one step at a time.*

Sandi Boucher

THE BENEFITS OF RECONCILIATION FOR YOU!

Head to our website & sign up to be on our email list to ensure you do not miss even one tidbit of information.

Benefits for Indigenous people are often obvious, but how does reconciliation benefit non-Indigenous Canadians? Our weekly email answers that question.

Sandi Boucher

Inappropriate Terms ...

For the last 16 weeks, the weekly emails highlighted and explained each of these inappropriate terms. Now we will focus on the benefits for non-Indigenous Canadians, with one benefit being highlighted each week.

Sign up Today!

Inappropriate Terms **BINGO!**

Indian Giver	'Off the Reservation'	Chief	Scalping
Pow Wow	Too many Chiefs, not enough Indians	Don't 'go Indian' on me	Go back to where you came from
Warpath	Circle the Wagons	Cheque Day/ Treaty Day	Low man on the totem pole
Pocahontas or Honest Injun	Indian Time	Pulling the race card	'Indian in the Cupboard'



The **SOLUTION**



There is no “one size fits all” solution. Which is why ongoing education (via blog posts and emails) coupled with targeted training 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?

**Consulting,
Training,
or Both!**

**Don't lose another
employee!**

**Learn how to work with
opposing values BEFORE
another employee
ghosts you!**

Contact us today!



Where are you on your Indigenous Engagement Journey?

STAGE 4
Guide

[LEARN MORE](#)

STAGE 3
Adult

[LEARN MORE](#)

STAGE 1
Beginner

[LEARN MORE](#)

STAGE 2
Youth

[LEARN MORE](#)



THE FOUR CHALLENGES

SOLUTIONS MEAN YOUR SUCCESS!

Reconciliation Works Canada equips your company to understand and/or address the four key challenges that are impeding your Indigenous recruitment and retention success, namely:

- HOSTILE AND/OR RACIST WORK ENVIRONMENTS
- INTERNALIZED OPPRESSION OF NEW HIRES
- THE NEEDS OF THE PARTNER AT HOME
- EMPTY PROMISES.

If success is your goal, a plan is needed to address each of the identified challenges. Without a plan, the challenges will continue to cost YOUR company time and money.



Next ...

ISSUE

**What you can
look forward to
in the December
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 info@reconciliationworkscanada.ca

Until next time,
be well!



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

In December, we will look at the fourth challenge keeping your Indigenous retention stats down. Namely, the EMPTY PROMISES made by employers and government officials.

Until next time!



**Have questions or something you would love to have us discuss?
Email us at info@reconciliationworkscanada.ca**