



RWC

NEWSLETTER

September 2022

We heard you!

For months now, we have been providing you with general updates relating to Indigenous issues and challenges within Canadian borders.

BUT WE HAVE HEARD FROM YOU and time and time again, our businesses tell us it is RECRUITMENT AND RETENTION that they are most interested in.

AND WE HEAR YOU!

So from now on, each monthly newsletter will provide tips and tricks to help you increase your Indigenous employee numbers and your retention rates.

Hello Again Everyone!

My name is Sandi Boucher and after an amazing summer off, I am back, once again, as the CEO of Reconciliation Works Canada.

My company is dedicated to assisting non-indigenous business with any challenges they face when servicing or engaging with Indigenous communities, staff and/or customers so let's jump into this month's newsletter.



www.reconciliationworkscanada.ca

We serve non-Indigenous businesses 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.



5 Tips to Hire Indigenous Peoples

Relationship First

Get to know your local Indigenous community. Attend their events. Get on their mailing list if you can. Learn what their concerns and priorities are.

Advertising

What is the Indigenous readership of whatever form of advertising you are using? Many Indigenous communities have issues with mainstream newspapers so don't waste your advertising dollars if they won't see your ad.

Reach Out

Call the local band office or Indigenous agencies in your area, and ask if they have an Employment & Training staffperson. Get to know that person long before you want to hire.

Be Transparent

Understand that the Indigenous and Canadian relationship has been a challenging one. Transparency builds trust. Share all the information you can. Secrecy burns bridges.

One Strike

Every Indigenous employee matters. If the first is happy in your company, they will tell their friends you are a great employer. You want that reputation so do all you can to earn it!



"One Step at a time, relationships are built."

What is your **STRATEGY?**

What is your Strategy?

Success in business requires a strategy and Indigenous employment, retention, and engagement is no different.

Success begins with strategy but the BEST strategies are built in collaboration with those you wish to engage, so ...

If you want to engage with more youth, have youth on your planning committee. Same goes for elders and ...

If you want to increase your Indigenous engagement, ask for guidance from the Indigenous peoples.

Do you have:

1. An Indigenous Engagement Strategy
2. A policy ensuring the establishment, maintenance and governance of your workspace to ensure it is a "safe" space for IBPOC.
3. A training plan for employees (new and established) to ensure they understand the challenges that their IBPOC colleagues are facing within and outside the workplace.
4. A marketing strategy for how best to reach new and existing Indigenous customers.
5. A networking plan to increase engagement.



The Pope's Apology ...

Were you aware of the Pope's visit?

Do you understand why this visit was so important to many Indigenous people?

Excellent employers have an idea of what is going on in the lives of their employees. For Indigenous people suffering with the aftermath of the residential school system, the Pope's visit and official apology was of extreme importance.

But not all Indigenous people were interested in hearing what the Pope said.

It is a dangerous stereotype to believe all Indigenous people look the same, think the same, act the same, or even vote the same way.



There are over 600 First Nation communities in Canada and each one is unique.

What about ... **TRAINING?**

**One session will
never be
enough!**

On the first Sunday of every month, Sandi Boucher hosts "My Fire", a free virtual Zoom event designed specifically to answer the questions of attendees.

Visit
www.sandiboucher.com
to register.



Welcome to...

My Fire

A safe space to ask your questions as together we move in the direction of Reconciliation.

Free Monthly Zoom Event
1st Sunday of each month | 2-3 pm EST

Email Sandi at sandi@sandiboucher.com to register. Submit your questions in advance or at the event. The choice is yours.

RECONCILIATION WORKS CANADA
Decades of information & experience packed into one empowering session. Facilitated by an Indigenous woman who BELIEVES in the future of this country!

Facilitated by Sandi Boucher
www.sandiboucher.com | www.sandiboucher.com

RWC Training Options:

1. One-on-One Consulting if you have a specific issue you require guidance on.
2. Video seminars that allow your staff to learn at their own pace.
3. Lunch n' Learn Sessions that allow your staff to update their skills without interrupting their workday.
4. Half and full-day seminars for those who truly wish to update their skills and knowledge.



Next ...

ISSUE

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

I hope you enjoyed our new newsletter format. If there is anything you would like to see in an upcoming issue, simply send me an email at sandi@sandiboucher.com.

Until next time,
be well!



Topics to be covered:

1. Ghosting - what it is, why it happens, and what you can do to prevent it.
2. What does "One Strike You're Out" mean and how does it apply to Indigenous Engagement?
3. Some common misconceptions that are definitely NOT helping you to reach your targets.

