Designing an Indigenous Engagement Strategy

Facilitators

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TASKFORCE MEETING
Canadian Chamber of Commerce - Indigenous Works Partnership
March 22nd, 1:00-2:30pm EST
855-392-2520 Access Code: 6322349

IndigenousWorks
Welcome

Canadian Chamber of Commerce:
Susanna Cluff-Clyburne and Jackie King

Indigenous Works Co-Chairs:
Pat Baxter and Stephen Lindley
2016 Rebranded as Indigenous Works ~

- Workplace Inclusion expertise; Partnership benchmarking expertise; “OD lens”

Organizational Development Approach

- Continued research and program development focus;

Research and development

- First $1.2 million MITACS-funded research with Univ. of Saskatchewan on partnership benchmarking;

MITACS Benchmarking Project

- Research focus to connect industry and indigenous people to increase engagement.

IndigenousWorks Research-Industry-Indigenous Initiatives
What is your position on the Inclusion Continuum?

Stage -7
Maximize performance to achieve full inclusion

What is Your Engagement Index Score?

We can help you to grow your workplace inclusion, engagement and partnership strategies

Contact us for more information: indigenousworks.ca | 306.956.5360
Background on the Taskforce

- The CCofC Trajectory

- Indigenous Works Pathway

- The Partnership: Leveraging our Partnership

- Taskforce: to inform on the development an innovative strategy to increase engagement.
The Partnership
CCofC and Indigenous Works
September 2018 Announcement

WHY: To address the corporate/Indigenous engagement gap and improve the engagement index scores across Canada;

WHAT: Design and build a strategy and workplan;

HOW: Create a Taskforce to inform on the planning, strategy and governance mechanisms.
Agenda Flow: 90 minutes

12:55 p.m.    Dial in
1:00          Welcome from Indigenous Works & CCofC
1:05          Facilitators review Agenda & Taskforce Goals
1:10          Introductions
1:10          Our Collective Challenge: The Engagement Gap
1:15          Taskforce Discussion Paper: 3 Key Questions
               Sticky Note Exercise: “What we Heard”
1:35          Taskforce Discussion
               Question 1, 2, 3 (40 min)
2:15          Priorities and next steps
2:30          Adjourn

IndigenousWorks
Level and Extent of Corporate/Indigenous Engagement
THREE KEY FINDINGS: 511 Companies surveyed

1. Partnership/Engagement Index Score = 13/100

2. 85% Dis-engaged

3. TRC (Truth and Reconciliation Commission Corporate Call to Action) Awareness 28%
Reframe the Dialogue

It’s bigger than (just) jobs and careers.

Companies should consider...

- how they are engaging;
- how sectors are engaging;
- how they are investing in Indigenous communities and institutions;
- how are they building authentic partnerships;
- how are they responding to reconciliation.
Key Themes and questions for the Taskforce
Three broad strategies are likely needed...
3 KEY QUESTIONS

1. What are some preliminary ideas from the Task Force about what the Canadian Chamber of Commerce’s strategy should be to help increase/improve its members’ corporate/Indigenous engagement? What would the complexion of the strategy look like in term of its branding, communications, governance, objectives, metrics etc.?

2. What do we most need to hear and learn, both from companies and member organizations to inform the development of the strategy? How should we engage Canadian Chamber members in the planning for our national strategy?

3. What would success look like at the end of the three years?
Sticky Notes Question 1: Preliminary ideas & Strategy Complexion

1. **Objectives/Definitions**: What do we mean by ‘engagement’ and ‘partnerships’?

2. **Education And Awareness**: ‘history and business case for engagement’; case studies; TRC Recommendations, Calls to Action and alignment(s); increase cultural sensitivity training;

3. **Governance**: Kinds of agreements; approaches to business; expectations;

4. **Branding and communication of the strategy**;

5. **Strategy And Design at National and Regional Levels and local levels.**
Sticky Notes Question 1:
Preliminary ideas & Strategy Complexion

6. **Addressing regional representation:** identifying needs and surmounting the polarization that exists today between businesses and Indigenous peoples;

7. **Measurement, objectives, tactics, accountability, materials:** A broader scope beyond business and economic reconciliation to wellness issues such as mental health and suicides in communities;

8. **Increase CCoC members’ understanding of services available from Indigenous organizations:** services, tools and programs; Annual report back to the CCoC AGM; reporting and accountability;

9. **Role of government in the strategy?**

10. **Bring a sectoral/industry**
1. **National/Regional/Local strategies:** how they align and how they differ;

2. **Success metrics at the business, local, regional and national chamber level:** How to align?

3. **Mapping successful examples of organizational engagement:** hear the regional successes, challenges and priorities; Build upon local community strengths of the members;

4. ‘**Bring people together for dialogue and engagement’**;

5. **Deeper analysis of “barriers and why they don’t engage”:** issues of unconscious bias, issues of exclusion; blockages; barriers
Sticky Notes Question 2: What do we most need to hear? How should we engage

6. Market the economic and social benefits;

7. Target local chamber CEO’s and organizations;

8. Stories and storytelling of personal experiences: successes/failures

9. Investigate interest levels and determine high priority areas;

10. How to align success metrics: at the business, local, regional and national chamber level?
Sticky Notes Question 3: What would success look like at the end of the three years?

1. **Meaningful improvement in the Engagement Index Score:** at the local, regional and national levels;
2. **A wide spectrum of metrics:** that include both organizational and qualitative engagement success factors;
3. **Increased adoption of inclusion policies;**
4. **Commitment evidenced by businesses:** with hiring, supply arrangements and partnerships; Greater employment and procurement opportunities;
5. **More projects across Canada:** advancing with support of Indigenous and non-Indigenous Canadians; Indigenous leadership is important.
Sticky Notes Question 3: What would success look like at the end of the three years?

6. “Non-Indigenous companies becoming ambassadors”:
   More ‘champions’ profiled in case studies;

7. Effective use of existing programs, tools and services: a directory of services to help companies;

8. Demonstrate that the value proposition has been achieved;

9. Commitment statements;

10. Increased engagement index score in new national survey.
Toward a Successful Indigenous Engagement Strategy: Priorities and Next Steps
Summary & Thank you