



Date: July 2018 | Issue 2

@StrategiesNorth    

INTERNAL

It has been a busy month once again for all of us at Strategies North, and July promises to be even busier. We continue to assist our clients in achieving their goals and objectives, through funding and advisory support, for capacity building initiatives.

Did you know we also provide training for business owners? Our partnership with the NEABC and ThriveNorth has started off with 2 successful deliveries of Entrepreneurial training for ages 18-39 in Dawson Creek and Fort St John. Small business is the biggest contributor to regional economies and Strategies North is pleased to contribute to small business development.

We will be making our way South this July touring communities and meeting with clients from Prince George all the way to Vancouver Island. We can't wait to see everyone! Stay tuned for some highlights as well as spotlights on some of our communities and the exciting things they are up to!

Anna Barley



Advise • Develop • Manage

OTTAWA 2018

In June, Strategies North flew out to Ottawa to open up our Ottawa Office! We will officially be operating out of the Impact Hub on the 6th floor of 123 Slater Avenue.

While we were there we took the time to do a bit of liaising around Parliament Hill and the Federal Ministries in regards to some of the exciting projects our clients have on the go. We are happy to announce the tour was a grand success and can not wait until September when our Ottawa office will be running in full force.

We would also like to extend a special thank you to MP Jim Eglinski and his wife Nancy for the VIP tour around Parliament Hill! It was such a great experience!



Partner Grant Barley on a tour of Parliament



View of Parliament Hill from the Valour Building

KEY DATES

July 1: Happy Canada Day!

Happy Canada Day to all of our clients and partners!

July 12-29: Island Tour

Anna and Grant will be on a client tour of Vancouver Island, stay tuned for photos!

Mid-July Date TBA:

The Foundry Executive Coaching begins!

July 31 : BC Rural Dividend Deadline

The BC Rural Dividend program from the Government of BC closes.

BC HOUSING

Over the next 10 years, the BC government plans to spend \$550-million to support the construction and operation of 1,750 units of social housing both on and off reserves.

This makes British Columbia the first province in Canada to invest funding into on-reserve housing units, and is a significant new investment by the province to support Indigenous priorities and reconciliation.

In addition to the new Indigenous Housing Fund, Indigenous organizations and First Nations will also be able to access provincial support announced in Budget 2018.

A request will be sent out for proposals by BC Housing to identify prospective

partners. Partners include:

- Indigenous non-profit housing providers
- First Nations
- Métis Nation British Columbia
- Non-profit and for-profit developers who are looking to partner with Indigenous housing providers and First Nations

The new housing will be developed in partnership with the Aboriginal Housing Management Association, Indigenous housing societies and First Nations.



EXECUTIVE COACHING: FOUNDRY

Mid-July we are starting our Executive Coaching Powered by Ghost CEO. The Foundry is a 6-month business development program that works one-on-one with professionals to decode the fundamentals of building clients & originating business. The Foundry program covers 6 fundamental tools to build business. Each tool is powerful on its own; together it becomes a business development system that the professional can use moving forward throughout their career.

Month 1 - Niche Markets: Talking to everyone is talking to no one. In order to be successful in business development, you need to choose three niche markets that you will target and actively build within. You don't turn away business outside of the niches, but by focusing your attention, you get traction, opportunities, and clients.

Month 2 - The Three Questions: Once you know which niche markets you are targeting, you need to determine what it is that you can offer that is unique to them and that allows you to stand out among competitors.

Month 3 - Sales Funnel and Profit Model: The Sales Funnel is how you track your progress with the first two tools, the funnel offers a simple diagnostic to know what areas you are strong in and which need attention.

Month 4 - Champions: Champions are educated referral sources that selfishly promote you and your business. Finding, educating, and activating champions are part of the solution; the second part is ongoing management and care of champions so they keep referring.

Month 5 - Strategic Alliances: Business success requires more than one person. Being able to identify potential alliances in each of your niche markets, and then approaching them, discussing the alliance, and having rules that will govern the relationship, all create an environment that is mutually beneficial and measurable.

Month 6 - the Hunting Pack: A Hunting Pack is a group of like-minded professionals, in complimentary services, that are targeting the same niche market. Hunting Packs are able to get a multiplier on their effort because a client for one is a client for all.

Price: The program costs \$450 for one on one calls or \$200 for a group call; per month, per participant for 6 months. To be paid monthly or up front by credit card.

Time Commitment: The program is delivered one-on-one, by conference call. Each monthly coaching session is one hour long. Participants can expect to do between 2-4 hours of homework between monthly sessions.

Contact us to reserve your spot today!

ANNOUNCEMENTS

SN as Registered Lobbyists

SN has received registration for Federal and Provincial lobbying nationwide to further support our clients and their projects.

Foundry: Executive Coaching

Our 6-Month Executive Coaching program, powered by Ghost CEO, will begin Mid-July. Contact us to register.

Congratulations to our Grads!

Congratulations to our Managing Associate Elizabeth Zeunert and Researcher Austin Glover for graduating from Carleton University!

Ottawa Office

SN's Ottawa office is working out of Impact Hub Ottawa on the 6th floor of 123 Slater Avenue in Ottawa.