

In.Business



OPENING CONFERENCE

NOVEMBER 21-23rd, 2019

CAPE BRETON UNIVERSITY & MEMBERTOU, NS

In.Business is a high school mentorship program facilitated by Unama'ki College at Cape Breton University (CBU). In.Business teams Indigenous high school students with Indigenous business mentors, who are educated, working professionals with a background in business. In.Business was established in 2011 by the Purdy Crawford Chair in Aboriginal Business Studies at CBU. The Nova Scotia pilot of the In.Business program (formerly the Business Network for Aboriginal Youth) was comprised of thirty students and six mentors from across Nova Scotia. Since 2011, In.Business has expanded nationally and hundreds of students have completed the program to date. Currently, In.Business is operating an Atlantic Canadian-based program that includes students and mentors from: Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland & Labrador. In.Business is made possible by the generous financial support from Indigenous and Northern Affairs and other government and private donors. In addition, the Atlantic Region is financially support by Mi'kmaw Kina'matnewey and the Province of Nova Scotia.

THE JOURNEY

From September to October 2019, student recruitment presentations were arranged at 25 high schools, as well as other high school-oriented events. The application process involved a two-page application and a recommendation form. Fifty-one (51) students were selected with representation from 20 high schools and post secondary institutions (shown in adjacent map). Mentors and peer mentors applied through the CBU website, and were carefully chosen previous to student recruitment. All participants were notified November 1st, and invited to attend the Opening Conference in host community, Membertou. Accepting this invitation were 38 students, 7 mentors, and 6 peer mentors, with 13 returning students from the previous year. In total, we have representation from 16 Indigenous communities.





DAY 1 HIGHLIGHTS

As students arrived CBU, they were automatically assigned to their mentor group, which is referred to as their tribe. Richard MacKinnon shared words of encouragement as participants embark on a new year of mentorship and education, and shared the unique history of CBU. Students, mentors, and peer mentors were strategically paired based on interests, education, and career aspirations.

KEYNOTE SPEAKER- KYLE NOBESS

The conference kick-off involved an hour-long interactive presentation from film actor, tv personality, writer, leader, and activist for First Nations, Kyle Nobess. Kyle shared his personal experience growing up with adversity, addictions, low self-esteem, and lack of self-belief. Kyle led the group through various exercises, shared tools, healthy strategies, and daily habits to overcome challenges to be one's best self. Kyle introduced messages with the youth of mastering confidence and self-belief, and to have the courage to overcome any obstacle.



The ability to work well in a team is an important skill set, so the first exercise involved students and mentors to come together in a branding exercise. In this exercise, each group brainstormed their brand to include a name, logo, tagline, and vision for what they would accomplish over the next 6 months. The tribe groups are: Yes Kiju's, Business Bandits, A Tribe called Monopoly, Slaughterhouse, War Cry Warriors, Eastern Kitpu, and WWK&BD. Students received important information on programs and services by CBU's Student Enrolment department Chris Tournidis and Janice Basque. Students were then off to experience a day of campus life. CBU's version of the 'Amazing Race' was a high energy activity taking groups to various locations based on a cleverly fashioned clue. At each clue location, groups would have to complete a task within an 8-minute time limit. The race finish line was located strategically at Harris Hall, where students could experience on-campus dining.





INTRODUCTION VIDEOS

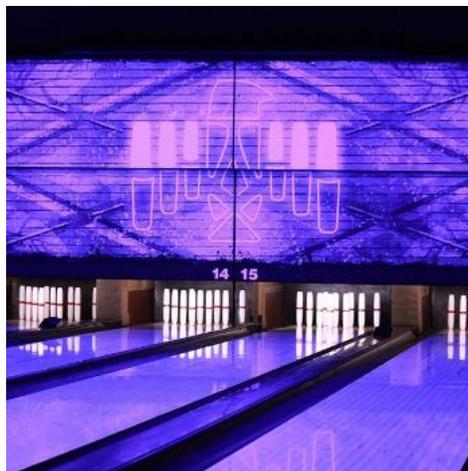
As part of the first communications challenge, and prior to the opening conference, students were asked to prepare an introductory video, to better acquaint themselves with the group. Students were asked to share a little bit about themselves, their community, and why they applied for the program. The videos provided an opportunity for students and mentors to break the ice and learn about the other people they would be interacting with for the program year; [click here](#) to meet the students of In.Business 2019-2020!



What is Indigenous Business? CBU Professor and In.Business mentor, Mary Beth Doucette (pictured left) addressed this question through a presentation defining Indigenous industries, economies, and economic development in Mi'kma'ki (Atlantic Canada). Mary Beth also listed the options for students to study business both generally and industry specific. In.Business Mentor, Kirstin Ward (pictured right) launched challenge #3, a Human Resource challenge, where students use LinkedIn to create a virtual resume, upload their professional headshots, and complete their profile by adding education, experience, skills, and other achievements.



Finally, we were off to tour the newly built bowling alley, Lanes at Membertou. After bowling 2 strings, the group was led through a behind the scenes tour of the lanes and were given a presentation by the General Manager, Marcella Marshall. Marcella shared day-to-day experience in operating a bowling alley business, having to know each and every position from cash register, cook to bartender, and bowling technician. A General Manager must oversee operation, which for her means knowing the ins and outs of every job position and how to operate efficiently.





RECEPTION

At the evening reception, students participated in networking icebreakers and had the opportunity to visit the *Glam Squad* before posing for their professional photo shot. Key components of the program aim to prepare students to be job-ready and confident as they manage the transition from high school to post-secondary education. During the catered meal, Nathan Sack gave students an interactive presentation on the social barriers faced by Indigenous youth both on reserve and off, and personal experiences in his life of how he overcame those barriers and found a meaningful career in First Nation Financial Management. The students had a chance to mix and mingle with their peers before returning to the hotel to get some rest for the full day of activities on day 2.



DAY 2 HIGHLIGHTS

The second day was hosted at the Membertou Trade and Convention Centre, and joining us virtually to give opening remarks was Jaime Battiste, MP Sydney Victoria, the first Mikmaq Member of Parliament. We were then led through a smudge and prayer by Lawrence Wells. Coming all the way from British Columbia was Kyle Sangret (pictured left). Kyle has been an In.Business mentor since 2017, he is the co-founder of Benson Seymour CPP Accounting Firm. Kyle is a big believer in mentorship as he shared his story, “I’ve had a lot of help to get me where I am today; I’m ready to pay it forward to help steer kids toward a career in accounting”.



Providing youth with exceptionally motivated and passionate mentors helps youth to strive to uncover their true potential and overcome anything holding them back. Hanwakan Whitecloud (pictured right) has been involved with



In.Business in various capacities since 2014. Hanwakan shares the trajectory of his life growing up in Winnipeg Manitoba, experiencing adversity as an Indigenous man, but also having privileges, such as educated parents motivating him to get an education. Hanwakan shares and relates most of his life lessons to business with marriage as the biggest financial commitment he has made in his lifetime. Through In.Business mentors, real life examples are shared of how a business education will help students develop the knowledge and skills they need to succeed.



PITCH IT COMPETITION

Under the guidance of their mentors, tribe groups were given the task of creating a business and perfect describing it's key elements to a panel of judges within a 90 second time limit. The average or typical ride on an elevator is 90 seconds. In this group challenge, students must succinctly describe their business venture in an elevator with multiple investors, all ears for a minute and a half. As a group, tribes must decide what they will say to convince them to invest in your product, idea, or service. Students were given resources to assist them in developing their business idea of: a business canvas model, and a template for developing an effective pitch, a kit containing prototype materials, and a handout of other tips and tricks they should consider. The panel of judges listened to each group presentation and judged based on degree of innovation, meeting a need/solving a problem, feasibility, market potential/social impact, and the overall presentation. The winning tribe group was 'Yes Kiju's' (pictured below) and their product was Kesal'si- a mobile glam squad service offering beauty services straight to your door. In theory, the glam squad could be booked online, and is available anywhere in Mi'kma'ki. It is a service for all, safe for LGBTQ+. Hair, makeup, nails, and also offering these services to the bridal party and other large scale events such as conferences.



Pictured left to right: Ariel Willis, Kirstin Ward (Mentor), Michael Hachey, Brady Doucette (Peer Mentor), Tamara Pinch, Dante Joe-Pierro, and Infinity Nevin.



WHAT'S NEXT?

Until the group comes together again in May 2020, social media and various apps will be relied upon to keep students connected with their mentors and each other. In addition to bi-weekly challenges, each group will meet (virtually) via Zoom Cloud to discuss their bi-weekly challenges. One of the main goals of this program is to help our students explore business opportunities and ultimately entice them to study business in the future, while learning important skills to manage the transition from high school to post secondary. After spending a few days together, we are well on our way!

The 2019-2020 Atlantic Region has representation from the following Aboriginal communities:

Acadia First Nation, Annapolis Valley First Nation, Bear River First Nation, Elsipogtog First Nation, Eskasoni First Nation, Eel Ground First Nation, Listiguj First Nation, Membertou First Nation, North Battleford First Nation, Oromocto First Nation, Potlotek First Nation, Sipekne'katik First Nation, Sioux Valley Dakota Nation, and Six Nations.

The 2019-2020 Atlantic Region has representation from the following schools:

Allan Lafford High School, Allison Bernard Memorial High School, Acadia University, Bridgetown Regional Community School, Bonar Law Memorial High School, Central Kings, Fredericton High School, Hants East High School, Horton High School, Rankin School of the Narrows, Wagmatcookewey School, Richmond Education Centre, Riverview High School, Ryerson University, St. Thomas University, Sydney Academy, Cape Breton University and Nova Scotia Community College, Maritime College of Forest Technology and Woodstock High School.





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Mentors 2019-2020



Peer Mentors 2019-2020



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The In.Business students, mentors, peer mentors and staff at the monument sign, Cape Breton University.



To view profiles, refer to our website: [Students](#) | [Mentors](#) | [Peer Mentors](#)



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