

Activ8 delivers a wide selection of career and business courses for Indigenous community members and entrepreneurs to gain essential skills for today's fast-moving economy.

Through customized and practical online and on-site programs, Activ8 offers fun, interactive and culturally relevant learning experiences.

Participants develop confidence, business knowledge, technical and soft skills, and leadership qualities that empower them to reach their career goals and business dreams. All programs and times are customizable to your Nation or organization's needs.

## Certificates



For learners interested in pursuing business ownership this path will enable them to investigate if entrepreneurship is for them and understand what goes into starting and operating a sustainable business with step-by-step instructions.

*Course Path: Entrepreneurship 101, Business Plan Writing, Procurement/Grant Writing, Marketing LV1, Sales LV1, Social Media LV1 and AI For Small Business*



Business owner participants will strengthen their marketing, sales, and technology skills by diving deeper into promotional areas such as advertising, public relations, personal selling, social media, AI, search and email marketing to increase reach and learn how to win bids and access available grants.

*Course Path: Marketing L1, Marketing L2, Social Media L1, Procurement/Grant Writing, Business Technology and AI For Small Business.*



Participants will learn about business etiquette, how to enhance their communication skills (internal and external), how to understand persuasion, sales, and the interview process, and ways to market and sell their talents and skills to create a personal brand that paves the way for career advancement.

*Course Path: Business Confidence, Social Media LV1, Sales LV1, Marketing LV1, AI For Small Business*



The Confidence, Money Management and Career course and Working Remotely gives Youth the knowledge, skills, tools and resources that will help them assess their strengths and interests, overcome obstacles, learn money management, gain confidence, understand entrepreneurship and business etiquette, and explore careers that in that are in demand.

*Course Path: Youth Career Development and Wolf's Den Pitch on Day 2.*



All courses are 8-9 hours in length including prep/post work, coaching and customization time. Online or On-site instruction is offered. Class sizes have a maximum of 30 students. Each workshop is \$4,950 plus applicable taxes. Materials and travel are billed separately. Nation-branded course developments and registration services are also available! Ads and registration forms are quoted based on the number of courses purchased.

## Entrepreneurship 101

Introduces participants to the mindset and steps required to bring a product or service to market and how to launch and grow a business. Success stories, operational requirements and resources for naming, registration, funding, etc. will be covered.

## Business Confidence

Students learn to flex their confidence muscle, understand mind state, assess their strengths, overcome obstacles and fear, gain visualization, affirmation and meditation techniques to elevate their perspective, set goals and action plans, and learn to create healthy long term habits that stick.

## AI For Small Business

Participants will learn how to use Artificial Intelligence (AI) tools to save time, increase productivity, and support business growth. Topics include AI for marketing, content creation, customer service, research, and administrative tasks, with practical exercises focused on real-world business applications.

## Sales LV1

Students will learn about the sales process, finding and identifying prospects and how to move them through the sales cycle using a competitive advantage, compelling story-telling and testimonials to build trust and close sales.

## Marketing L1

Participants will learn the marketing mix and specifically the fundamentals of promotion by developing their brand and attracting a target market/customer persona using a multi-channel communications approach. Includes case studies and students' own businesses as hands-on exercises.

## Marketing L2

Diving deeper into marketing strategies and tactics, students gain greater knowledge on direct marketing, social media, public relations, sales promotion and advertising (online and offline) to create their own advertisements, media pitches and direct marketing for increased lead generation. *Prerequisites: Marketing LV1*

## Social Media L1

Students will gain a thorough understanding of social media marketing covering all aspects of listening, posting, content creation, policy and engagement skills to gain followers and fans that can lead to loyal customers. Free and near free tools and social media apps will be taught to make the daily social media process time efficient and effective.

## Social Media L2

Participants will enhance existing social media skills diving deeper into advanced strategies and tactics on the top 5 channels (Facebook, Instagram, LinkedIn, Twitter and YouTube) to grow their online presence. Includes more time on content creation. *Prerequisite: Social Media LV1*

## Business Plan Writing

Participants gain the knowledge of a business plan's purpose and its contents to develop a compelling plan that acts as a roadmap to business success and to capture a funder's attention. Researching the target market, customer persona and trends will also be covered.

## Proposal and Grant Writing

Participants will learn about a proposal's purpose, core structure, format, tone of writing and the content needed to make a positive impact to win new business. They will also gain knowledge of grant proposals and how to access available funding and (forgivable) loans. Research methods included.

## Business Tech

Students will learn to use popular apps such as Google Docs, Hubspot, Hootsuite, Zoom and other technologies to help them become more proficient in business tools that increase organization and efficiently, saves time and enables online collaboration more easily with others.

## Youth Confidence and Career Development

18+ Youth learn to enhance their strengths, overcome obstacles, set goals, explore in-demand careers, manage money, gain business etiquette and entrepreneurship knowledge. They'll walk away with essential life and business skills that makes success easier and way more fun!



## Website Development

Students learn to use online website templates such as Wix.com to build their own stunning website to attract business 24/7/365. Images, content, blogs and other assets will also be covered so participants understand what to include in their website. On-site classes only, up to 8 people due to technical requirements.

## Community Engagement

Managers who want to engage a larger number of people in the community will learn how to brand their education and training programs and inspire greater interest in higher learning and career growth. Participants will understand human motivation and how to inspire action.

## Ask Us

About training customized to meet your nation's scheduling requirements online or on-site!

Paul Natrall, Mr. Bannock, Squamish Nation Member, 2019 BC Indigenous Business Award Winner, Young Entrepreneur Of The Year

## Training Participants and Marketing Client Reviews

Loa is a wonderful instructor and did a great job teaching our group! She also made us feel very comfortable while we were presenting. I now believe I could start and run my own business in the future. I would highly recommend the Youth Workshop and Loa, to anyone! - *Alicia Nahanee, Squamish Nation Valley Youth Participant*

Loa is a great instructor. She is approachable and brings enthusiasm and a genuine interest in her students success. I took her marketing classes hosted by Squamish Nation and gained so much to help me launch my creative business. - *Melanie Rivers, Melanie Rivers Art, Squamish Nation NV, Training Participant*

Thank you Squamish Nation and Loa for helping me to learn the tools to build my company. The marketing workshops were fun and effective. One of the best teachers and programs out there! - *Paul Natrall, Mr Bannock, 2019 BC Indigenous Business Award Winner, Squamish Nation NV, Training Participant*

I hired Loa and Activ8 to create a comprehensive business plan and marketing strategy that was instrumental in helping us to get clear on our business model and implementation roll-out from a strong position. The plan also gave us access to grant money that we could use as start up capital. Thank you Activ8! - *Gina Cook, LockInside Wellness, Activ8 Marketing Client*

