

*Deh Cho Business  
Development Centre*



*"A Bridge to Success"*

# *Strategic Plan*

## *2004*

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# Vision

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**The Deh Cho Business Development Centre envisions a strong and diverse economy in the Deh Cho Region.**

**The organization wants to become the first thought of people who consider starting or expanding a business in the region and the last hand that they shake when their dream becomes a reality.**

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# Mission Statement

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*To ensure that all residents of the Deh Cho have access to the technical, educational, financial and other services that they require to improve their chances of success when attempting to take advantage of business opportunities.*

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# Values

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- ❑ Education
- ❑ Informed decision making
- ❑ Preservation of the integrity of the land
- ❑ Self-sufficiency
- ❑ Preservation of the Dene Cultural Identity
- ❑ Balance between cultural preservation and progression
- ❑ Open communication and information sharing with communities
- ❑ Regional unity
- ❑ Confidence, Self Esteem and Success of Individuals
- ❑ Client satisfaction
- ❑ Growth

# **Situational Analysis (SWOT)**

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## **Strengths**

- ✓ Representation from each community
- ✓ The manager, staff and board are willing to learn
- ✓ The investment review committee is from the business community
- ✓ DCBDC is an organization that allows flexibility in design and function
- ✓ The experience of management and staff
- ✓ Access to resources developed by those that have more experience
- ✓ Support from GNWT/RWED
- ✓ There is an understanding on the board of regional politics and social issues
- ✓ The current staff and some Board members have Community Futures experience.
- ✓ The Deh Cho BDC has existed for five years and has performed well over that period.

## **Weaknesses**

- ✗ Dependence on RWED
- ✗ Challenge of distinguishing roles for board members (board wears too many hats)
- ✗ Political differences within the board representatives
- ✗ Travel expense and logistics
- ✗ There is no clear protocol in dealing with communities
- ✗ Communication difficulties between board/staff and other communities
- ✗ No small business historical data to work with; lack of previous research

## **Opportunities**

- ✓ External global markets providing economic opportunities (i.e. Fort Liard)
- ✓ Resource development generates small business spin-offs
- ✓ Wealthy regional economics (i.e. geology)
- ✓ Employment Opportunities are a common regional priority
- ✓ Fort Liard experience in resource extraction can provide information to other communities (positive and negative)
- ✓ New government funding dollars
- ✓ Synergy from pool resources
- ✓ Regional planning for resource extraction being done
- ✓ Regional infrastructure is reasonable
- ✓ Down-loading of government programs
- ✓ Highway/road from Wrigley to Inuvik could have positive economic impact

## **Threats**

- × Resource development pressures prior to integrated resource management plan
- × The confusion over the political arena (i.e. Deh Cho First Nation vs. Ottawa)
- × Possibility of Community Futures being cancelled or funding reduced
- × Historical inter-community disputes
- × Internal community politics
- × Communities have been forced into external global markets; and they may not be ready (i.e. resource extraction)
- × DCBDC has been seen as competing with other organizations and businesses (market disruption)
- × MVRMA- territorial regional board
- × Difference in views of progress and development
- × Pressure to satisfy all communities

# Strategic Goals

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**Goal #1.            *To promote awareness of small business benefits in the Deh Cho Region***

## **Objectives**

- I. Junior Achievement Initiated in all interested regional schools within two years
- II. Meet with all community councils bi-annually to discuss the DCBDC and its direction
- III. Initiate media-related projects (i.e. newsletters, TV and radio)
- IV. Use public forums to promote the DCBDC
- V. Provide promotional items for community residents
- VI. Use success stories to enhance the image of the BDC.
- VII. Hold the AGM in a public forum each year
- VIII. Ensure all communities have access to programs and services

**Goal #2.            *To communicate effectively with small businesses, residents and other community stakeholders.***

## **Objectives**

- I. Cultural awareness training for staff when necessary
- II. Establish a networking strategy with small businesses, residents and other community stakeholders.
- III. Create a listing of all stakeholders in the Deh Cho



***Goal #3. To promote small business start-ups that are acceptable to First Nations communities***

**Objectives**

- I. Research all existing plans and strategies specific to business development in each of the communities
- II. Research and explore aboriginal funding programs

***Goal #4. To be an accessible and effective lending institution to all Deh Cho residents interested in small business***

**Objectives**

- I. To make applications and information accessible in all communities
- II. Streamline the application process for clients
- III. Establish working relationship with RWED and Economic Development Officers
- IV. Establish personal contacts in each community
- V. Develop an appeal process for clients

***Goal #5. To assist communities and residents of the region in becoming increasingly economically self-sufficient***

**Objectives**

- I. Continue to improve upon Business Resource Centre for clients and community residents
- II. Develop and deliver a variety of small business training modules
- III. Research user-friendly small business software for clients
- IV. Develop specific programs to meet target groups (i.e. elders, youth, women)
- V. Act as a resource for community development plans and strategic planning if requested