

Indigenous Business Toolkit Project

The Basics of Communications for Indigenous Businesses Appendix

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Appendix: Basic Communication Plan

This outline provides a basic framework for a communication plan. You can customize and adapt the plan based on your organization's size, industry, and specific communication goals.

Communication Plan Outline

1. Introduction
 - Overview of the communication plan.
 - Purpose and objectives.
2. Communication Goals
 - Define specific communication goals and objectives.
 - Align with overall organizational goals and objectives.
3. Target Audience
 - Identify primary and secondary target audiences.
 - Understand their needs, preferences, and communication channels.
4. Key Messages
 - Develop key messages aligned with communication goals.
 - Ensure messages are clear, concise, and focused on a specific audience.
5. Communication Channels
 - Identify appropriate communication channels for reaching target audiences.
 - Consider a mix of channels, including:
 - In-person meetings
 - Email
 - Company intranet
 - Social media
 - Newsletters
 - Website
 - Video conferencing
6. Communication Tactics
 - Outline specific communication tactics and activities to achieve goals.
 - Include timelines, responsibilities, and resources needed for each tactic.
 - Examples of tactics include:
 - Town hall meetings
 - Weekly email updates
 - Quarterly newsletters
 - Social media campaigns

- Webinars or workshops
- Employee surveys

7. Key Stakeholders and Roles

- Identify key stakeholders involved in communication efforts.
- Define roles and responsibilities for each stakeholder.
- Ensure clear lines of communication and coordination.

8. Measurement and Evaluation

- Establish metrics and [Key Performance Indicators \(KPIs\)](#) to measure the effectiveness of communication efforts.
- Regularly monitor and evaluate performance against objectives.
- Use feedback and data to make adjustments and improvements.

9. Timeline

- Develop a timeline for implementing communication tactics.
- Include key milestones, deadlines, and review periods.

10. Budget

- Allocate resources and budget for communication activities.
- Consider costs associated with materials, technology, personnel, and external support.

11. Contingency Plans

- Identify potential risks and challenges to communication efforts.
- Develop contingency plans to address unforeseen circumstances or disruptions.

12. Conclusion

- Summarize key points and objectives of the communication plan.
- Emphasize the importance of ongoing evaluation and adaptation.

Indigenous Business Toolkit Project

The Indigenous Business Toolkit Project is designed to provide Indigenous communities and individuals with the practical tools they and their advisors can use to undertake successful economic development. Indigenous economic development is more successful when everyone – community members, community leaders, consultants, business professionals, employees, and/or potential partners – understands its many aspects.

The Toolkit provides step-by-step instructions on selected aspects of economic development based on the best practices of leaders in the field. The modules in the Toolkit cover everything from the role of economic development in nation building, to the importance of business charters, to the various legal forms that can be used to pursue economic development, to the steps needed to identify and negotiate beneficial partnerships, to the governance challenges that economic development must address.

The modules are available for free and for use by anyone. The full set of Toolkit modules can be found at: <https://www.schoolofpublicpolicy.sk.ca/research-ideas/projects-and-labs/indigenous-leadership-governance-and-development-project.php>.

The Indigenous Business Toolkit Project is part of the larger Indigenous Leadership: Governance and Development project designed to support long-term Indigenous economic development. In addition to the toolkit, the larger project involves capturing the economic development experience of Saskatchewan Indigenous communities through a series of case studies. The case studies, along with a description of the larger project, can be found at the website listed above.

Disclaimer

The information contained in this document is designed to provide an overview of a particular topic and should not replace legal and other expert advice. Groups wishing to use the concepts discussed should receive the appropriate professional advice necessary to ensure their specific goals and circumstances are considered and recognized.

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