

(You are introduced to the stage) (slide 1 – “Jamie Wilson.”)

Good afternoon.

Thank you for being here.

Before I begin... I want to tell you how honoured I am to stand in front of
Winnipeg’s most dynamic... innovative... and aspirational business leaders.

My name is Jamie Wilson... and I am the first Vice President of Indigenous
Strategy... Research and Business Development at RRC Polytech.

The dictionary defines reconciliation as restoring friendly relations... but is it just that?

I can define reconciliation through an Indigenous lens... but will that give you the full perspective of reconciliation?

I don't want to see any tears or sympathizing faces.

Reconciliation is a two-way street.

It doesn't reach its full potential unless we build trust... meaningful relationships... and a lasting commitment with non-Indigenous people.

(slide 2 – “Call to Action #92.”)

As I am here to persuade you to incorporate Call to Action #92 in your business practices... I will give you some context.

To me... Call to Action #92 is divided into three main components: partnership... equity... and education.

(slide 3 – “Partnership. Equity. Education.”)

In Call to Action #92... it asks businesses to pursue thoughtful discussions... build impactful relationships... and to receive consent from Indigenous lands... resources... and peoples.

Businesses that partner with the Indigenous community is an action that speaks louder than words.

For equity... we are not asking for handouts and unearned opportunities.

We just don't want to be overlooked because of some people's public persona of Indigenous people.

In Call to Action #92... Indigenous people ask for the same job... education... and training opportunities as anyone else.

To partner and be equitable to Indigenous people... you must understand our history.

Without educating yourselves and your peers about residential schools... treaties... Indigenous law... and Aboriginal rights... this big machine we call reconciliation doesn't run.

(slide 4 – “Align yourself.”)

It is time to show you the benefits of incorporating these practices.

With public perception meaning so much today... following Call to Action #92 is an opportunity for businesses to put their money where their mouth is and exemplify their core values.

(slide 5 – “Winnipeg Jets WASAC Breakaway Fashion Jersey.”)

In 2020... the Winnipeg Jets and True North Sports + Entertainment announced a new jersey... symbolizing Indigenous culture.

It didn't just benefit their public perception and align with their core values... but it increased their revenue by becoming their highest-selling jersey.

Steve Jobs once said... “Marketing is about values.

This is a very complicated world.

It’s a very noisy world.

And we’re not going to get a chance to get people to remember much about us.

No company is.”

If one of the biggest innovators of our time believes in aligning with your values...

why shouldn’t you?

As I'm sure you've all heard... Murray Sinclair has passed away.

He was truly a remarkable man.

Murray was a judge... lawyer... and chief commissioner of the Truth and Reconciliation Commission of Canada.

Murray believed that relationships built on trust and understanding were vital to our path to reconciliation.

The same goes for relationships between businesses and their consumers.

If you are unable to follow your core identity... can your consumers trust you?

(slide 6 – “Expand your market.”)

As you are all familiar with the business industry... I assume you know numerous ways to expand your organization’s market.

However... market research... following market trends... and developing your product are not the only ways to expand your reach.

Incorporating Call to Action #92 can open avenues for you in several ways.

According to a 2018 report from Statistics Canada... Canada had 17,363
Indigenous-owned businesses.

Canada is now home to over 50,000 Indigenous-owned companies.

This thriving Indigenous economy offers partnership opportunities for businesses.

As an Indigenous person with a business background... I can tell you that
Indigenous-owned businesses are more likely to partner with someone who
understands them.

I live in Charleswood... which is a community not known for a large Indigenous population.

It was the third annual National Day for Truth and Reconciliation.

I was stunned but proud of the amount of orange shirts I saw.

It was people of all ages... genders... and ethnicities wearing orange shirts.

Reconciliation and Call to Action #92 can reach audiences you didn't believe were accessible.

(slide 7 – “Step off the beaten path.”)

To separate from competitors... businesses can step off the beaten path of avoiding Call to Action #92 practices.

This can be as simple as a discussion with the Indigenous community or including these practices in your product.

(slide 8 – “Create your legacy.”)

With future generations learning about the Indigenous culture and reconciliation ... now is the time to incorporate Call to Action #92 practices to build your foundation and future.

The story of Phyllis Webstad is a perfect example of building a legacy through Call to Action #92 practices.

Phyllis is a residential school survivor and the reason for Orange Shirt Day.

On her first day of residential school... she was stripped of her rights... culture... and new orange shirt.

Her story... impact... and contribution are now forever embedded in Canada.

(slide 9 – “Plant those seeds.”)

By following Call to Action #92... you are executing actions to set you up for long-term success.

Businesses that establish these practices will gain momentum and build brand loyalty.

Building and forming a legacy through Call to Action #92 practices isn't going to happen overnight.

It can begin with simple and small steps like purchasing an orange shirt.

In 2021, Tim Hortons created a donut in honour of National Day for Truth and Reconciliation.

The proceeds of this donut were donated to five Indigenous organizations in Canada.

From a 2024 report by Canada Newswire... Tim Hortons raised over \$3.6 million for these organizations.

It is amazing how powerful an orange shirt and a donut have become.

The more I understand Canada... the more I appreciate Canada.

The same goes for reconciliation and Call to Action #92 practices.

We are seeing the Indigenous culture grow in our communities... like Charleswood.

We are seeing Indigenous leaders break barriers... like Phyllis Webstad.

The Indigenous culture doesn't grow without a mutually beneficial and impactful relationship with non-Indigenous people.

To conclude... I urge you to step off the beaten path... plant those seeds... buy those orange shirts... and begin incorporating Call to Action #92 in your business practices.