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CHUKUNI
Communities Development Corporation



*Serving the Red Lake
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Northwestern Ontario*



Small Business Newsletter

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to promote economic development in our region!



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Hiring Individuals with Disabilities Makes Sense

Are you finding it difficult to find good workers? Embracing diversity and recognizing the untapped potential within various segments of the population might be the answer. Small businesses often overlook Individuals with disabilities, but they can bring unique and invaluable contributions to your business. By actively seeking to incorporate their talents into your business, you will foster a more inclusive environment and gain a competitive edge in the market.

Innovative Problem-Solving Skills

People with disabilities develop strong problem-solving skills as they navigate a world that may not always be designed with their needs in mind. This adaptability and resilience can be a tremendous asset in the workplace. Your small business can benefit from the creative and innovative approaches individuals with disabilities bring to challenges, contributing to a culture of continuous improvement and adaptability.

Diverse Perspectives and Creativity

Diversity in the workforce leads to diverse perspectives, and people with disabilities offer a unique lens through which to view business challenges and opportunities. This diversity of thought can drive creativity and innovation within your business. By embracing a range of perspectives, you can better understand and meet the needs of your customer base and ultimately enhance your products and services.

High Motivation and Commitment

Many individuals with disabilities exhibit high levels of motivation and commitment in the workplace. They often develop a strong work ethic and determination to succeed when faced with societal barriers. Any small business hiring people with disabilities can gain from their dedication and loyalty, fostering a positive and productive work environment.

Adaptability and Flexibility

Individuals with disabilities frequently develop adaptability and flexibility in navigating various aspects of life. In a fast-paced business environment, these traits are invaluable. Your business will benefit from employees who can quickly adapt to changes, shifting priorities, and evolving market demands, contributing to the overall resilience of your business.

Enhanced Customer Relations

Hiring individuals with disabilities can also improve customer relations. A diverse workforce is more representative of the broader customer base, leading to increased understanding and empathy. This can result in better communication and relationships with clients, as employees with disabilities bring insights into accessibility and inclusivity that can positively impact customer satisfaction.

Corporate Responsibility

In addition to the tangible benefits that persons with disabilities bring to small businesses, hiring them aligns seamlessly with the principles of corporate responsibility. Demonstrating a commitment to inclusivity reflects your organization's ethical stance and dedication to social responsibility. Businesses that actively engage in hiring individuals with disabilities contribute to building a more equitable and just society. This commitment resonates positively with customers, partners, investors, and the broader community, enhancing your reputation and demonstrating a genuine dedication to making a positive impact beyond profit margins. By embodying corporate responsibility through inclusive hiring practices, small businesses enrich their internal culture and contribute to a broader societal shift towards a more inclusive and compassionate business landscape.

Entrepreneurs who recognize and harness the value that persons with disabilities bring to their businesses are better positioned for success in today's competitive landscape. By fostering an inclusive environment that celebrates diversity and capitalizes on all employees' unique skills and perspectives, you can unlock untapped potential, drive innovation, and create a workplace culture that benefits everyone. By embracing the capabilities and contributions of individuals with disabilities, you will positively impact society and elevate your business's standing in the market.

Fostering inclusivity by hiring individuals with disabilities is a moral imperative and a strategic move for small businesses.



In Business, Is Bigger Always Better?

Have you ever considered the differences between running a small business as opposed to a large corporation? Have you ever wished you were larger? In this article, we'll examine the primary differences between small and large companies and then explore your advantages as a small business. The dichotomy between big and small companies is a fascinating exploration of contrasting operational

styles, resource management, and overall adaptability. Some critical distinctions between these two entities shed light on the myriad benefits that small businesses enjoy.

Operational Differences

Small businesses thrive on their ability to pivot swiftly in response to market changes. Unlike large corporations, which may face bureaucratic hurdles, small enterprises can promptly adjust their strategies and offerings, being more aware of evolving customer needs and industry trends.

Big corporations often have complex decision-making structures involving multiple layers of management. In contrast, small businesses benefit from a more streamlined decision-making process. Owners and managers can make crucial decisions quickly, fostering agility and responsiveness.

While big businesses may have extensive resources, small businesses are often more resource-conscious. They tend to focus on efficiently optimizing their limited resources and making strategic choices that lead to sustainable growth.

Finally, small businesses are renowned for their entrepreneurial spirit and innovative approaches. Unburdened by the bureaucracy that can stifle creativity in larger organizations, small enterprises are often more agile in experimenting with new ideas and adapting to emerging technologies.

Operationally, large corporations are more like the giant freighters you see sailing the oceans stacked high with containers; they take the length of several football fields to change direction or stop. Your small business, on the other hand, is akin to a speedboat benefitting from tremendous flexibility and adaptability.

Small Business Advantages

There are several specific advantages to running a small business. Acknowledging and making the best of them, will give you a significant advantage over your far larger competition.

Personalized Customer Relationships

One of the distinct advantages of small businesses is their ability to cultivate personalized customer relationships. Knowing your clientele on a first-name basis, understanding their preferences, and offering tailored solutions contribute to building customer loyalty.

Community Integration

Small businesses often play a vital role in fostering a sense of community. You are more closely tied to your customers and can actively participate in community events, support local causes, and create a strong bond beyond mere transactions.

Quick Adaptation to Market Changes

The agility of small businesses allows them to adapt to market changes swiftly. This adaptability is a significant asset, especially in dynamic industries where trends and consumer preferences can shift rapidly.

Innovative Problem Solving

The agility of small businesses enables them to approach problem-solving with innovative solutions. Without the bureaucratic layers that slow decision-making, you can creatively tackle challenges and find unique pathways to success.

Employee Engagement and Satisfaction

Small businesses often foster a more intimate work environment where employees feel valued and connected to the company's mission. This sense of ownership can result in higher job satisfaction, increased loyalty, and a collaborative atmosphere that promotes productivity.

In the vast landscape of the business world, big corporations and small enterprises play vital roles, each with its own advantages and challenges. While large corporations boast expansive resources and global reach, small businesses thrive on adaptability, personalized relationships, and innovative problem-solving. Carefully consider these differences and weigh the pros and cons when charting your course in the competitive business landscape. Ultimately, success lies not only in size but in the strategic utilization of resources and the ability to navigate the ever-changing currents of the market.



Coach's Corner - Feeling Stuck? Six Suggestions to Help You Get Unstuck

If you're feeling stuck, here are a few suggestions to help you get unstuck:

1. **Take a break:** Sometimes, stepping away from the task or problem at hand can give you a fresh perspective when you come back to it. Use this break to engage in a different activity or simply clear your mind. Taking a walk, practicing mindfulness, or enjoying a quick exercise routine can rejuvenate your mind and enhance your problem-solving abilities.
2. **Change your environment:** If you're in a familiar or distracting environment, try moving to a different location to help stimulate new ideas. Consider working in a quiet coffee shop, a park, or even rearranging your workspace. A change in scenery can trigger creativity and help you view your challenges from a different angle.
3. **Break it down:** If you're working on a complex task or problem, try breaking it down into smaller, more manageable steps. This can make it easier to tackle and provide a sense of progress. Additionally, creating a checklist or a visual representation of your progress can help you stay organized and motivated as you complete each smaller task.
4. **Seek input from others:** Reach out to a colleague, friend, or mentor for their input or advice. Sometimes an outside perspective can provide new insights or ideas. Schedule a brainstorming session with others to generate a variety of solutions. Collaborative problem-solving often leads to innovative approaches that you might not have considered on your own.

5. Try a different approach: If you've been approaching the problem from one angle, try switching it up and approaching it from a different perspective. This can help you see it in a new light. Consider adopting a different methodology, incorporating feedback from others, or exploring unconventional solutions. Embracing diverse approaches can lead to breakthroughs and overcome mental roadblocks.
6. Use resources and tools: Take advantage of resources and tools that can help you overcome obstacles or generate new ideas. For example, you can use online research, brainstorming techniques, or even ask for assistance from experts in the field. Leverage technology, such as productivity apps or collaboration platforms, to streamline your workflow and access valuable information. Explore relevant literature, attend workshops, or participate in online forums to gather insights and perspectives that can guide you through challenges. Remember, feeling stuck is normal, and it's a part of the problem-solving process. Don't get discouraged and keep trying different strategies until you find what works for you.

Paul Abra

Motivated Coaching

Upcoming Webinar

Free and Low-Cost Solutions For Small Business Owners
Virtual Workshop

Thursday, 7th March 2024

Online Event via Microsoft Teams

9:30am - 10:30am CST

Discover bootstrapping online tools and techniques for businesses on a tight budget. Join our seminar to explore free resources and strategies in Marketing, Social Media, Finance, and Project Management.

Jeff, Executive Director at the Northwestern Ontario Innovation Centre, brings extensive experience in supporting entrepreneurs and fostering tech innovation.

Jeff Coull
Northwestern Ontario Innovation Centre

To sign up for this event go to the link below:

<https://free-and-low-cost-solutions.eventbrite.ca>

Why Hiring People with Disabilities is Good for Business in the "New Normal"



Diverse and inclusive workplaces have **better business outcomes**

2x

more likely to meet or exceed **financial targets**

6x

more likely to be **innovative**

6x

more likely to effectively **anticipate change**



People with disabilities are **great employees**

72%

higher staff **retention**

86%

had equivalent or better **attendance** than their peers

90%

performed equal or better than their coworkers

Employees with disabilities can help your business **adjust to COVID-19**

- They are **innovative** and **adaptable** to overcome barriers in their own lives and at work
- Many are **primed** for the remote work COVID-19 requires
- Many may prefer the **temporary, flexible, or casual** opportunities businesses need to fill gaps as we adjust our operations



Besides, it's easier than **you think...**

COVID-19 has shown that **accommodations aren't difficult** and **benefit employers** !

Businesses saw



an economic benefit of **2 to 7x** the cost of accommodations for employees with various mental health disabilities

58% cost nothing at all



and **37%** require a one-time expense of **\$500** for accommodations

Work from home



is one of the most common accommodation requests and now we know it is **practical for many jobs**

*“A hero is an
ordinary individual
who finds the
strength to persevere
and endure in spite
of overwhelming
obstacles.”*

– Christopher
Reeve



Federal Economic Development
Agency for Northern Ontario

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