

The Challenge

Ulnooweg wanted to provide an opportunity for Indigenous women entrepreneurs to strengthen their confidence in day-to-day interactions and gain practical tools to present their businesses and services effectively.

The skills and best practices needed to be versatile, applicable not only in formal presentations but also in networking and everyday scenarios where first impressions matter.

The Solution

shiftED Academy delivered a bespoke, one-hour online experiential workshop focused on building confidence and communicating with impact.

The session included engagement activities such as an anonymous barrier-identification exercise that generated a word cloud, creating a psychologically safe space for participants to share in each other's challenges and learned experiences through open dialogue.

The workshop covered best practices for presenting, and participants also enjoyed access to the Online Presentation Secrets on-demand course for continued learning.

“Tisha's workshop was an incredible exercise, both for our team members and clients, in learning how to communicate professionally with confidence. We specifically appreciated the time she took to encourage the women in our group to understand the value of their time, labour, experience, and skills. These workshops provide essential tools for women entering the business world to build strong networks for support and long-term success.

Arlene Blanchard-White, Relationships Manager, IWE
Julia Clarke, Client Service Officer

The Result

Participants left with actionable strategies to quiet their inner critic, overcome barriers, and present themselves and their businesses with confidence. The tools and techniques provided are designed to support success in professional settings and everyday life, helping participants make strong impressions and communicate their value effectively. shiftED was honoured to contribute to Ulnooweg's mission of empowering Indigenous women entrepreneurs.