

# Activator Business Mentoring Sessions

Deadline Extended for Applications – Friday, September 24th

ARTWORK BY MELISSA PETER PAUL

**C**raft HUB *Activator* is a new and ongoing two-year project created by Craft Alliance Atlantic for craft businesses who require assistance developing their business skills and creating new opportunities in market development.

## Presenter

**Darlene Duggan,**  
Facilitator/Consultant/  
Business Coach and  
Invited Guest Speakers

Craft Hub *Activator* will assist Atlantic Canadian manufacturers and maker focused businesses from diverse communities including BIPOC, persons who identify as LGBTQ2S+ and persons with disabilities, with business development, coaching/mentoring, and increased sales through innovation, capacity building and product development.

## Maximum of 10 Participants to be selected.

Participants not selected for the mentoring sessions will be eligible for other programs and activities as the Activator project evolves.

## Activator Business Mentoring Sessions

The Business Mentoring Sessions will be a business development focused program and provide both group and one-on-one sessions with expert business leaders and mentors through virtual webinars, workshops, and small assignments throughout the series to help cement new skills and practices. This is a peer-to-peer group, collaborative process, led by a business mentor.

This program will be of interest to craft producers or small-scale production-oriented manufacturers, who want to move their business to the next level, create a focused business plan and develop new opportunities that focus on expanding markets and increasing sales.

## Overall Process Objectives:

- » Peer to Peer Networking – Advising Colleagues
- » Engaged Participation and Highly Participatory
- » Action Oriented – Creating New Priorities
- » Collaborative Practice – Helping Peers
- » Enriched and Interested in Peers Success

## Business Objectives:

- » Increase Business Connections
- » Learn from and with other “growth-minded” peer businesses.
- » Mentoring with business owners that offer diverse perspectives with the common goal of meeting with others who value investing in their own businesses.
- » Take material explored and make it immediately applicable to your business.
- » Increase wholesale opportunities and introduce exporting
- » Increase business productivity for 2022 and beyond

Facilitator provides thought leadership, along with learning and resource materials for the mentoring sessions. Participants bring their experience and questions to the table as peer advisors.

Participants must have already developed and created crafted products with the intention of developing a small-scale production business from these products. Participants must reside in Atlantic Canada and all products must be produced in the region.

The Business Mentoring Sessions will be presented on Zoom. A reliable internet con-

nection is required and a valid email address for correspondence. Participants are required to participate in all sessions, as scheduled (see below).

This program is designed to give historically disadvantaged creative makers and entrepreneurs such as BIPOC, disabled persons, and LGBTQ2S+ persons; the tools and resources that may be required to take their craft business enterprise to the next level or who need logistical help in the process. Participants are asked to self-identify as one or more of the applicable equity groups mentioned.

### Each participant also receives three (3) individual mentoring sessions

One (1) hour to 1.5 hours each – to be scheduled between participant and consultant through the timeframe of the series.

Setting individual goals to be discussed and reviewed at next individual mentoring session.

Participant Reports on their progress over the 3 sessions.

### Sessions: 8 Zoom Sessions\* – (90 minutes each) Wednesdays 10:00 to 11:30 am

Sept. 29	Business Foundation: Basics of Business Planning
Oct. 6	Setting Goals and Capacity Building for Growth
Oct. 13	Craft Industry Practices (wholesale 101, B2B vs. B2C)
Oct. 20	Pricing, Product Development, Markets & Brand Development
Oct. 27	B2B Marketing Strategies
Nov. 3	Participant Driven Topic (Scaling up, Digital, Sales, e-Commerce)
Nov. 10	Exploring New Opportunities (exporting, niche markets, research)
Nov. 17	Measuring and Evaluating success

\*Exact start date and schedule will be determined by successfully filling the peer group by the deadline of September 24, 2021.

### Session Agenda:

Participant Check-in from Assignments/Research	10 min.
Topic Introduction and Materials from Mentor/Facilitator	30 min.
Participant Mentoring on Topic (round table)	30 min
Focused Discussions (one participant topic)	10 min.
Review and Goals for Next Session	10 min.

## Darlene Duggan – Mentor/Coach Biography

**D**arlene Duggan believes under-represented entrepreneurs contribute greatly to Atlantic Canada's economy and enjoys working with these entrepreneurs to help them achieve success. She mentors companies on general operation activities, business and marketing plans, commercialization and export strategies, and sales training. She has over 30 years of experience which includes her company she created in 2004, the Duggan International Group.

As a business development consultant and export mentor, Darlene has worked with makers and other small businesses in Atlantic Canada owned by members of the BIPOC and LGBTQIA2S+ community.

Darlene is of Mi'kmaw heritage and over the last two years has worked extensively on Indigenous projects. She wrote a report on Best Practices in Indigenous Procurement for Nova Scotia's Mi'kmaw communities which included policies for purchasing from Mi'kmaw suppliers. Most recently, she completed a study on economic leakage in purchasing goods and services on and off Reserves in New Brunswick and recommended opportunities for Indigenous businesses and First Nation communities. As a business development consultant and

export mentor, Darlene has worked with makers and other small businesses in Atlantic Canada owned by members of the BIPOC and LGBTQIA2S+ community.

Darlene has a Bachelor's degree in Public Relations from Mount Saint Vincent University in Halifax and a Certificate in International Trade from George Brown College of Applied Arts & Technology in Toronto. She has studied numerous courses in trade, finance, government policy and digital marketing from various institutions.

### Applications:

Please forward your name, address, email and phone number, along with either a website and/or social media links, or 3 images of your work to Craft Alliance at: [info@craftalliance.ca](mailto:info@craftalliance.ca)

**Deadline for Applications is  
September 24th, 2021.**

[www.craftalliance.ca](http://www.craftalliance.ca)

Craft Alliance Atlantic is a pan-Atlantic trade association working with the craft, giftware and apparel sectors in Atlantic Canada. Craft Alliance hosts the annual Craft East Buyers' Expo and newly launched Craft East Virtual Marketplace: [marketplace.crafteast.ca](http://marketplace.crafteast.ca)



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