



# Attracting and Hiring Diverse Talent

with a focus on Indigenous Peoples

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# Introductions



- ◆ Senior Manager Diversity and Inclusion- Indigenous Markets
- ◆ Aundeck Omni Kaning First Nations
- ◆ President of IPAC and Miziwe Biik Aboriginal Employment and Training
- ◆ 5 years with TD , 11 years in financial services
- ◆ Masters in Human Resource Management





# UNDERSTANDING THE INDIGENOUS EXPERIENCE AT WORK

- ◆ A long history of colonialism, genocide, and racism has led to inequities in many facets of life for Indigenous Peoples living on the land now called Canada. In the workplace, Indigenous Peoples are underrepresented, suffer a wage gap, and often experience isolation because of a lack of Indigenous role models at senior levels. Additionally, they are regularly surrounded by managers, colleagues, and senior executives who do not truly understand their history and cultures or the burdens they carry.

# WHO ARE THE INDIGENOUS PEOPLES OF CANADA?

- ◆ Indigenous Peoples comprise 4.9% of the total Canadian population, and include three groups:
- ◆ First Nations: A diverse group of Indigenous Peoples who are not Inuit or Métis and who live in cities, towns, and First Nations communities across Canada.
- ◆ Inuit: Indigenous People who traditionally have lived in Inuit Nunangat, which is composed of the land, water, and ice in the Arctic region, including the Inuvialuit Settlement Region (in the Northern Yukon and the Northwestern parts of Northwest Territories), Nunavut, Nunavik (in Northern Québec), and Nunatsiavut (in Northern Labrador).
- ◆ Métis: People descended from Indigenous and European ancestors who self-identify with the distinct Métis culture and ancestry and are accepted by the Métis Nation.

# Why Hire Indigenous Talent?

- ◆ It's the right thing to do: The Indigenous community hasn't yet risen to its potential economically. Higher unemployment rate within Indigenous communities vs, non-Indigenous communities
- ◆ We know that having a diverse workforce that is reflective of the communities we serve is a competitive advantage leading to better and more innovative solutions.
- ◆ It's imperative to follow the Truth and Reconciliation call to actions



# Top- Down Model

- ◆ Before starting a recruitment strategy it's important to pulse check (where are you today?)
- ◆ Employee Value Proposition (why "this organization" )
- ◆ Marketing strategies brand consideration and careers
- ◆ Story telling powerful in Indigenous communities
- ◆ "Inclusion" culture; what does the organization do for employee engagement and progression into leadership roles

# Critical positions in your D&I Teams

- ◆ Indigenous Recruiter(s)
- ◆ Talent Acquisition team that is knowledgeable about Indigenous communities and can build strong relationships
- ◆ Indigenous leader within D&I team to create strategy and policies
- ◆ Leadership engaged: extremely important to champion diversity initiatives; start to have uncomfortable conversations



# Key considerations

- ◊ Shared History – Impacts and tools of colonization (i.e., Residential Schools, MMIWG, 60s Scoop)
- ◊ Socio-economic impacts: access to healthcare, mental health, overcrowding, food insecurity, victims of violence, access to equitable education opportunities, dispossession of land and benefit, transmission of culture
- ◊ Indigenous peoples lack trust with institutions, results from tarnished relationships
- ◊ BMO (Vancouver, BC)
- ◊ <https://www.cbc.ca/news/canada/british-columbia/bmo-human-rights-complaint-1.5812525>
- ◊ Joyce Echaquan (Joliette, QC)
- ◊ <https://www.cbc.ca/news/canada/british-columbia/bmo-human-rights-complaint-1.581252>
- ◊ Debbie Baptiste (Saskatchewan, SK)
- ◊ <https://www.cbc.ca/news/canada/saskatoon/colten-boushie-rcmp-shooting-complaint-gerald-stanley-1.5934802>

# Employee Value Proposition (why "this organization" )

- ◇ Salary, Benefits ... important but not the primary consideration
  - ◇ How does this role align with my values and traditional knowledge ? Can I bring my whole authentic self to work
  - ◇ Do I self-identify? Does it make sense too?
  - ◇ Am I learning something to give back to community one day?
  - ◇ Do I have opportunities to do work with community
- 
- ◇ Example in action: Banking role; financial literacy, volunteer programs with monetary gifts to foundations, workplace culture that encourages volunteering.
  - ◇ Indigenous Sponsored events; give employees an opportunity to speak



# Marketing strategies brand consideration and careers

Driving development  
by enabling and  
supporting.

“TD helps me **#PressForProgress** by fostering a culture that enables and prioritizes the career growth of Indigenous people. As an Indigenous woman, I am able to bring my whole self to work and feel supported, allowing me to focus on what I care about the most — helping people.”

**Candice Loring**, Gitwangak from the Gitxsan Nation,  
Account Manager, Small Business Banking

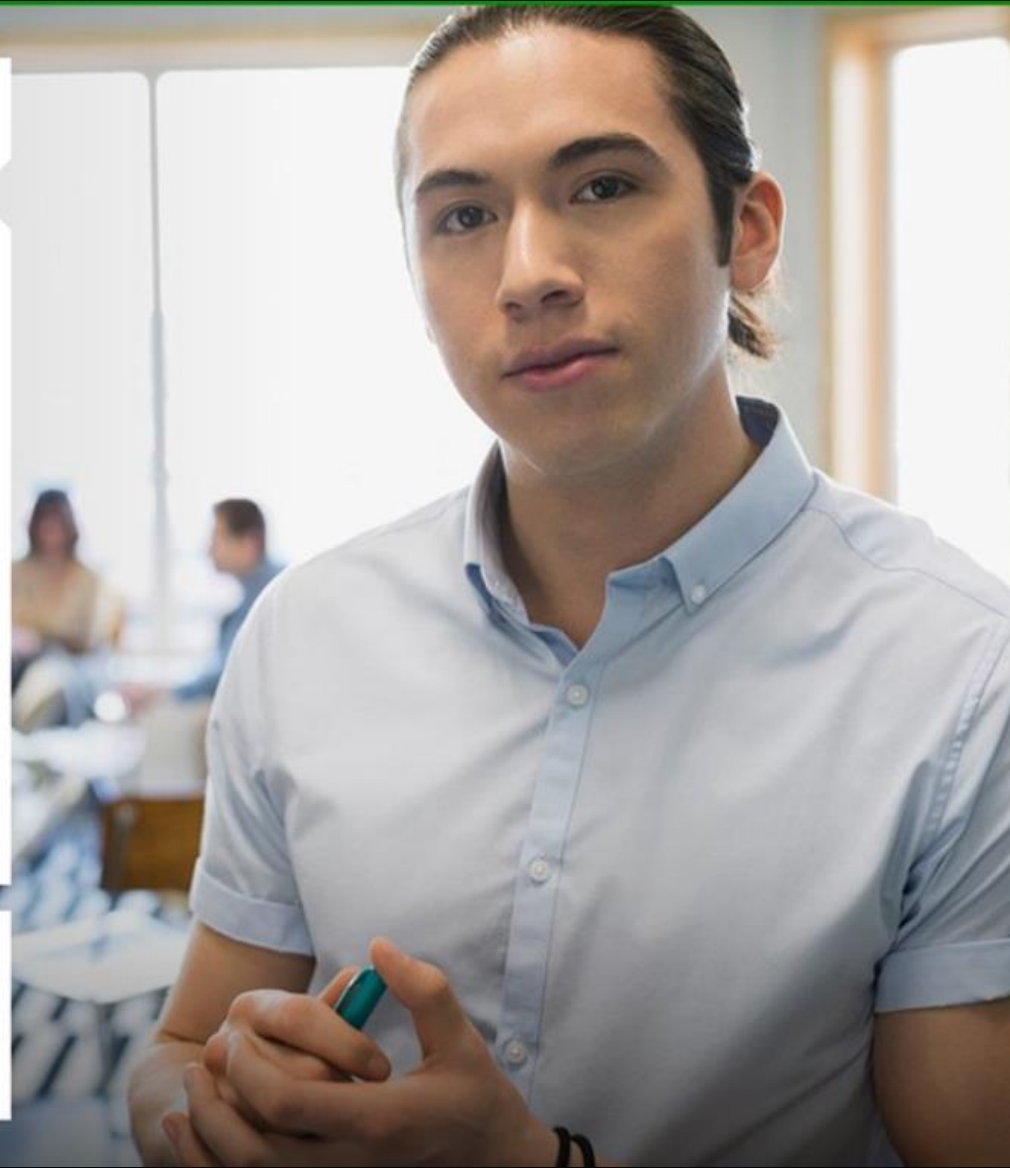
Learn more at  
[www.td.com/WIL](http://www.td.com/WIL)



# Putting a focus on Indigenous talent.

We are building an extraordinary workplace culture that promotes diversity and inclusion and attracts, develops and inspires Indigenous talent.

[jobs.td.com](https://jobs.td.com)





# Story Telling

- ◆ Word of mouth –powerful in Indigenous communities
- ◆ Role modelling leadership positions important for all organizations
- ◆ Use the channels based on where you are targeting talent (urban vs rural vs remote communities)
- ◆ Use media outlets that we use (go where the fishes are)
- ◆ Don't rely on your brand to tell the story

# Q & A