

Building Sustainable Workplaces & Supply Chains

Wife • Mother • Entrepreneur • Speaker

Jennifer Ménard-Shand 

Founder & CEO, Staff Shop Inc.



Land Acknowledgement

All of Canada (derived from Kanata, the original Indigenous name) is traditional territory. We all live, work and play on ancestral territory - with scientific evidence that Indigenous peoples have been around for over 30,000 years. To put things into perspective, we celebrated Canada's 150th anniversary in 2017.

***Whistler** is located on the unceded territories of the Lil'wat Nation and Squamish Nation who have lived on these lands since time immemorial. Living and working in this place, colonially known as Whistler, is a gift that we share with both the Lilwat7úl and Skwxwú7mesh.*

Many Indigenous peoples have lived and continue to live on this land - it's important to show respect and connect with its nature.



**Red Cedar -
Indigenous Medicine
& Resource**



“Possibilities Matter”

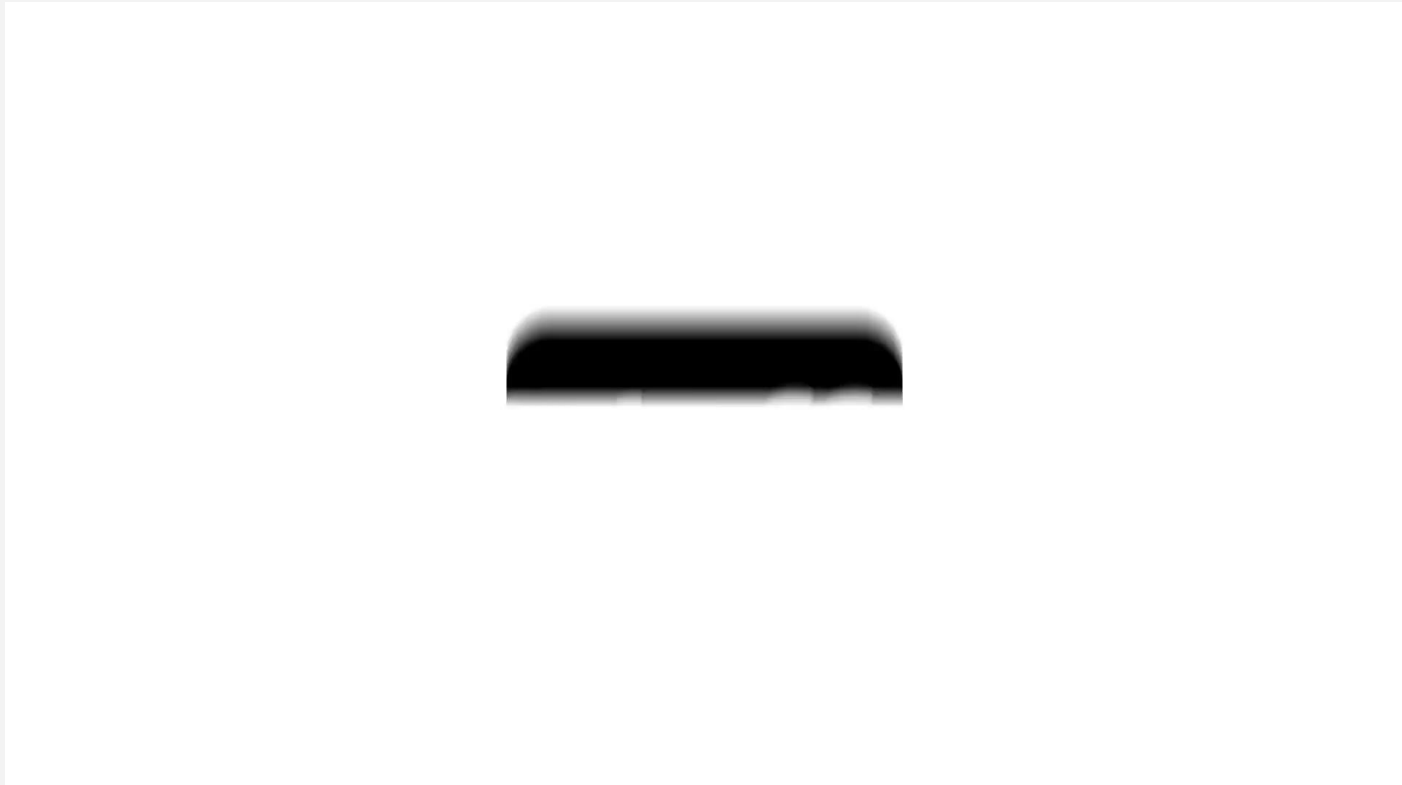
The top graphic features the quote "Possibilities Matter" in white on a black background. Below the quote are three logos: the Canadian flag, the "staff shop" logo in a white rounded rectangle, and a stylized black eagle logo.



Jennifer's full story → [Chatter that Matters Podcast!](#)

Find out more! →  Speakers Spotlight

Staff Shop





Your Staffing Solution & Essential Resource.

Staff Shop Inc. is a privately held Canadian-Indigenous-Women owned staffing and consulting firm servicing Canada | USA | Caribbean as an award-winning diverse supplier, certified with CCAB, CAMSC, WBE & W/Connect International.



BENEFITS

- Government-Approved T4 Employees
- North American Reach & Database
- Trained & Insured Professionals
- Canada's Master Distributor of The Core Values Index™
- One-Stop-Stop for Staffing & Essential Resources
- Certified Diverse Supplier & Humanitarian Supporter

SERVICE LINES

1. Staffing Solutions
2. Payrolling Services
3. Project/Event Mgmt
4. Business Consulting
5. Security Services
6. [Store](#)
7. Affiliate Programs
8. [Book our Indigenous Female Founder & CEO](#)

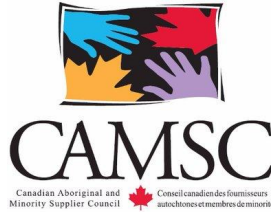
VALUED CLIENTS

- Food Services
- Professional Services
- Healthcare
- Hospitality & Events
- Retail
- IT
- Insurance
- Government
- Construction & more!

ELEVATING PEOPLE, BUSINESS & EXPERIENCES!

FAITH • PASSION • FREEDOM

Connect • Certify • Give Back



Empowering Entrepreneurs



CORALUS
FORMERLY SHEEO

**WOMENTM
OWNED**




WVBE
Canada[®]

futurpreneur 

Find Your “Yoda”



Geoff Bagg | ACES Recruitment

As President of the Bagg Group, Geoff Bagg grew a family firm into a thriving multi-division leader in the staffing arena, before selling the company to GardaWorld in 2019. This firm became the launch pad for a top tier, national staffing leader. His expertise is in developing people, process and technology to create winning, innovative, and sustainable, enterprises.

Holly Fortier | Nisto Consulting

Holly Fortier owns a business that specializes in the development and delivery of Indigenous Awareness Training. She has been delivering trainings across Canada since 2007 to thousands of participants from government, corporate clients, educators, service organizations and first responders.



“A Mother’s Voice”
Holly’s Mother - a residential school survivor



Sandi Boucher | Reconciliation Works Canada

Sandi Boucher supports both sides of Canadian reconciliation by creating safe spaces for all. An Ojibwe woman who knows full well the effects of colonization, it is her wisdom, experience, and metaphors that have made Sandi an internationally recognized speaker, a best-selling author, and a trainer/consultant in high demand!

Kristina Sammut | Frontier Leadership

At FRONTIER Leadership, we empower women to lead, and the results speak for themselves. Our niche specialty training offers a highly integrated program for women in leadership, negotiation, career strategy and business growth.





Jennifer Ménard-Shand aka 'Walt'

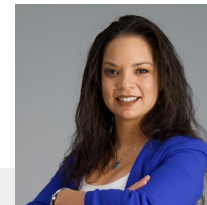
Founder & CEO | Director, Client Happiness

As an Indigenous-French-Canadian female and entrepreneur, Jennifer dreamed of leading a purpose driven organization, from anywhere in the world - that employs top talent who are hungry to serve, grow and leave a legacy worth following. Staff Shop now provides the platform to keep that dream alive as an award-winning diverse supplier.

*"I dream up the castles, and she builds them."
Says Jennifer about Alison :)*

 [jennifer-menard-shand](#)

Find Your "Roy"



Alison Hernández aka 'Roy'

COO | Director, Operations Excellence

Staff Shop's internal team reports to Alison, and her job is to make your life easier via strategy, systems and processes!

"My mission is to continue to develop a work environment where we are able to throw ourselves wholly in to the tasks we are good at, that we enjoy, and that foster exceptional results. We are honest with people – even if it hurts us at times. We don't discriminate. If anything, we accommodate."

 [alison-hernandez](#)



Walt & Roy

“You can have it all - but not all at the same time.”

2006

2011

2018

2021



‘84 Hometown



2005

2008

2017

2020

2023

Trust & Forgive

Building Sustainable Workplaces & Supply Chains

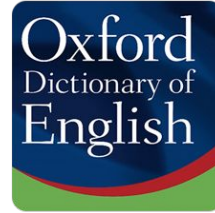
“An environment that looks after its employees and cares about health and wellbeing.”

“The impact a company’s supply chain can make in promoting human rights, fair labor practices, environmental progress and anti-corruption policies.”

Define • Agree • Progress

EQUALITY: The state of being equal, especially in status, rights, and opportunities.

EQUITY: The quality of being fair and impartial.



What barriers are you removing?

Pay

Race

Location

Gender

Culture

Language

Disabilities

Education

...and more!

Equal Opportunity Employment

Staff Shop conducts a quarterly Representation Survey to ensure we are doing all we can to support our workforce. As a Canadian-Indigenous-Women-owned business and award-winning diverse supplier, certified with CCAB, CAMSC & WBE. Staff Shop strives to showcase the values of all the communities we represent. We strongly oppose any discrimination against, or preferential consideration for anyone based on age, disability, medical history, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, ethnic origin, colour, nationality, national origin, religion or belief, or sex and sexual orientation **For Staff Shop, success is being deliberate about providing equal opportunities, so that people are free from barriers that prevent them from competing on their own merit. It is not about enforcing equal outcomes or implementing preferential treatment for any group - that would be counterproductive to racism.**

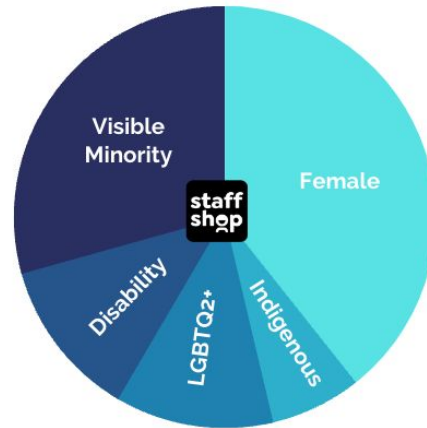
67% identify as female

50% identify as a visible minority

21% identify as LGBTQ2

21% identify as having a disability

12% identify as Indigenous



2022

staff shop

IMPACT REPORT

1-844-331-7467
www.staffshop.ca
Canada | USA | Caribbean

READ HERE!

Small Business

1. Lack of funds
2. Lack of diversity
3. Lack of resources
4. Lack of mentorship
5. Lack of systems and processes

Large Enterprise

1. Bureaucracy
2. Discrimination
3. Communication
4. Loss of personal touch
5. Lack of freedom to be creative

1. Meaningful mission, remote work and shared value = top of job seeker lists
2. Uncertain times: make adjustments one day at a time rather than trailblaze
3. Core value alignment: attract and retain A players only
4. Remove barriers to create equal opportunities - get the formula right
5. Create a safe space with “Skip-Level Meetings” and “FHOGG”
6. Paint a clear picture of stakeholder future IN or OUT of the organization
7. Mentorship, training and access to resources
8. Support immigration in support of talent acquisition and diversity
9. Walk the talk vs corporate marketing jargon
10. Be inclusive to all minority groups rather than selective



Attracting 'A' Players ONLY



Staff Shop is Canada's Master Distributor of The CVI™

The Core Values Index™ is the only assessment that measures four innate human energies that drive performance in specific job positions. Over a million CVIs have been completed and the companies using The CVI™ rate 95% of their hires as Top Performers.



TAKE OUR
CORE VALUE
ASSESSMENT
FOR FREE!



Staff Shop offers [3 CVI Experiences](#) for your organization in order to increase productivity, revenue, gross margin and profit!

Supporting Mothers in the Workplace

Career or children?

This isn't a problem for mothers to fix. It's one for employers to solve with mothers.

- Women are valuable assets, not liabilities and the employer should make the first step to accommodate
- Give Mothers the resources to stay **fresh** while on mat-leave if they wish...
 - Keep Mothers in the loop periodically
 - Allow them to work remotely, part-time or hybrid
 - Allow them to participate in training
- Mothers fuel the economy and so will the generations that follow them
- Read Jennifer's Maternity Hacks below!

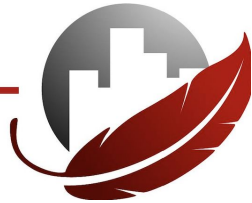
Read Staff Shop's Blog on:

"Supporting Mothers in the Workplace"



Supplier Diversity

Canadian Council for
ABORIGINAL
BUSINESS



Sustainability Results



1

Innovation



2

Societal Impact



3

Higher Market Share



4

Lower Operating Costs



5

Increased Revenue & Profit



Resources

1. [Billie Fortier with MLT Aikins LLP](#) (Indigenous Law)
2. [Client Representation Survey](#)
3. [Supplier Representation Survey](#)
4. [Employee Representation Survey](#)
5. [Free Core Value Assessment under 10 mins!](#)
6. Get Certified with Canada's Diversity Councils: [CCAB](#), [CAMSC](#), [WBE Canada](#), [IWSCC](#), [CGLCC](#)
7. [Immigration Support Services](#)
8. [Inclusive Job Description Template using The CVI™ Design](#)
9. [Staff Shop Employee Equal Opportunity Policy](#)
10. [Staff Shop Indigenous Representation & Retention Support](#)
11. ["Skip-Level Meeting" Template](#)
12. [Staff Shop Supplier Diversity Policy](#)

CTAs

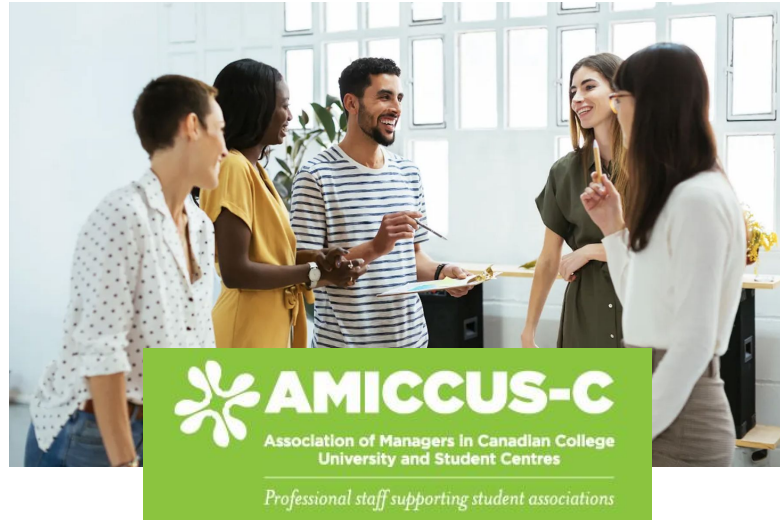
1. What more can we learn from Minority Groups?
2. Support, refer and buy from certified, diverse businesses!
3. Focus on removing barriers and hand-ups, **not handouts**.



"You can't go back and change the beginning, but you can start where you are and change the ending." - C.S. Lewis

Thank You - Miigwetch

Q&A



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[@staffshopinc](https://www.linkedin.com/company/staffshopinc)



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