

## Welcome to the Three Fires Collaborative Quest Indigenous Tourism Series Workshop

The Three Fires Collaborative Quest is a joint collaboration between Indigenous Tourism Ontario (ITO), Tourism Industry Association of Ontario (TIAO), and Ontario Tourism Education Corporation (OTEC). This program is designed to fill critical gaps within the industry and encourage recovery and growth of the province's tourism workforce by bringing awareness of opportunities to potential Indigenous employees.

The Indigenous Tourism Series Workshop falls under the second fire, which is the execution of workshops to provide customized frontline training for 100+ Indigenous tourism employees as well as those identified through an Indigenous Business Advisor (IBA). The Indigenous Tourism Series Workshop includes three different trainings:

- Service Excellence
- Leading for Excellence
- Coaching for Excellence

Each of these trainings can be hosted in-person or virtually. They will be facilitated by an Indigenous Business Advisor (IBA).

More information on the Three Fires Collaborative Quest:

<https://indigenoustourismontario.ca/a-three-fires-collaborative-quest/>

### Interested in booking a workshop?

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## **Service Excellence**

### **Overview**

Service Excellence for Indigenous Tourism in Ontario is an interactive 4-6 hour workshop (depending on group size) designed to provide front-line tourism professionals with guidelines, processes, and tools to increase their level of service and become true hosts for their guests.

### **Target Audience**

These workshops will have a broad appeal, and a similarly broad scope of participants. Though it has been designed to meet the needs of individuals working in Indigenous tourism businesses in Ontario, that includes a diverse range of positions, experience levels, and ages.

It is expected that most participants will either be relatively new to tourism, and this workshop will provide them with valuable information and tools; or, the participants may have years of experience in tourism, but will benefit from a fresh perspective on customer service under an Indigenous lens.

### **LEARNING OUTCOMES**

- Recognize the importance of cultural authenticity in tourism.
- Understand the diversity of their guests and how to best provide outstanding service.
- Be aware of their emotions and how they may influence their interactions.
- Apply the concept of two-eyed seeing when hosting guests.
- Recognize the importance of touch points and first impressions.



- Learn the service process and how to effectively engage with guests as generous hosts.
- Possess tools and strategies to handle guest challenges and create loyal relationships.
- Have opportunities to practice and directly apply this learning to the specific realities of their own businesses and job positions.

## **Leading for Excellence**

### **Overview**

Leading for Excellence for Indigenous Tourism in Ontario is a half-day workshop that builds on the foundation of the Service Excellence for Indigenous Tourism in Ontario workshop. Using a similar layout and approach, Leading for Excellence has been customized to meet the needs of managers and owners in Indigenous tourism who endeavour to set direction and inspire their teams.

### **Target Audience**

Managers and owner/operators who are ready to move from managing the business to leading a team.

The emphasis here is on inspiring their staff vs. focusing on the products, services, and processes of their business operation. It is expected that most participants will either be relatively new to their management positions, and this workshop will provide them with valuable information and tools to begin transitioning to leading their staff; or the

participants may have years of experience in tourism management but wish to add some professional leadership development skills.

## **LEARNING OUTCOMES**

- Understand the differences between managing and leading
- Be re-introduced to the significance of two-eyed seeing
- Explore core leadership styles and when to best use them
- Use a tool to assess abilities, identify barriers, and create a plan for action
- Learn the importance of empowerment and accountability
- Understand how to share 'big picture' concepts with staff
- Identify roadblocks that may impede their leadership goals, and how to resolve them

## **Coaching for Excellence**

### **Overview**

Coaching for Excellence for Indigenous Tourism in Ontario is a half day workshop that builds on the foundations of the Service Excellence and Leading for Excellence workshops for Indigenous Tourism in Ontario. Using a similar layout and approach, Coaching for Excellence has been customized to meet the needs of managers and owners in Indigenous tourism wanting to continue to foster the professional growth of their staff. The objective of this workshop is to enable entrepreneurs to move from training their business' employees, to walking alongside them, providing guidance and support for them to grow into their roles.



Training focuses on *processes* – skills and knowledge.

Coaching focuses on *people* - enhancing and maximizing an individual's abilities.

### **Target Audience**

Managers and owner/operators who are ready to help their staff reach their full potential through well-thought-out coaching and guidance.

It is expected that most participants will either be relatively new to their management positions, and this workshop will provide them with valuable information and tools to begin coaching their staff; or the participants may have years of experience in tourism management but wish to add some professional coaching development skills.

### **LEARNING OUTCOMES**

- Learn the differences between training and coaching
- Reflect on the training and coaching methods used at their workplace
- Explore how to incorporate Indigenous pedagogies into their coaching practice
- Discuss the most effective ways for staff to learn new skills
- Understand how effective coaching is like a two-way conversation
- Apply 5 Guiding Forces to provide clarity and consistency when coaching their staff