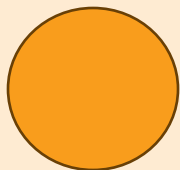
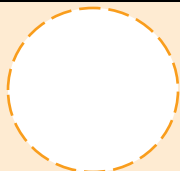


For Your Information

- This is the summary findings gathered from the Ringa Hora led Business Qualifications review event in collaboration with Western Institute of Technology at Taranaki (WITT) on 29 August 2024
- Each business qualification within Ringa Hora's remit has been grouped into their own workstream (disciplines).
- Each group of slides aims to initiate conversations about:
 - What skills are relevant to: Accounting, HRM, Marketing and Sales, etc
 - Looking to the future, what can help speed up momentum vs. what will slow it down
 - Reflection: what can you do to speed up momentum and neutralise challenges
- KEY: Attendees were presented with high-level topics and skills that is embedded across the qualifications within each workstream



Existing skills and knowledge the qualifications already include



These circles and “additional insights” list is what attendees added from the Power of 3 event. Additional slides are insights collected from WITT & Ringa Hora collaboration

EXERCISE 1 – IDENTIFY SKILLS

What's changed?

What's new?

What's missing?

Additional insights:

- Risk management
- Giving back to community
- Wellbeing of a person, business, and entity
- Procurement, policy and process (finance)
- Accountancy services outsourced
- Line between accountancy, bookkeeping, and financial advice
- How to generate more income/financial growth
- Leadership



Additional insights

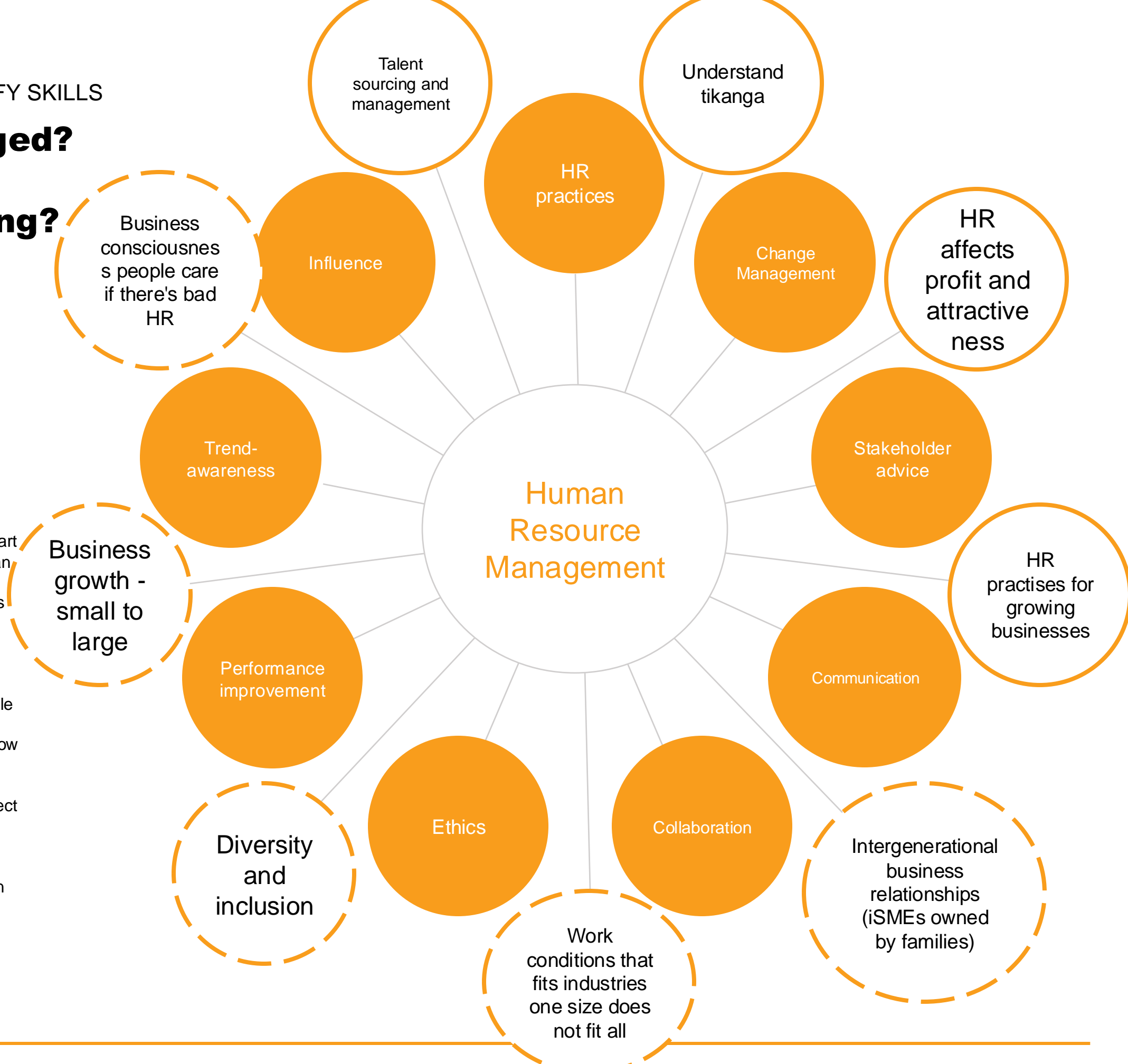
- Supporting quality decision making
- Investment banking
- Skills relative to the size of the business
- Increase interpersonal skills
- Minimal real world experience
- Business closure
- AI in accounting context
- Management of accounting
- Accounting advice for business (growth)

EXERCISE 1 – IDENTIFY SKILLS

What's changed?
What's new?
What's missing?

Additional insights

- film work practises
- management styles have changed understand how to manage different people share those tools from HR
- Unionisation: how does HR capture this or employee valued relations
- REM planning
- health and safety and recruitment
- workforce of tomorrow is different from workforce of today - how do we use a chart to advance diversity and plan ahead
- people centred over process talent mapping more intentional about who we recruit
- user experience versus worker experience put people first
- Gen Z an older workforce how can HR bridge the gap
- diversity and inclusion: cultural sensitivity and respect
- outsourcing HR functions
- HR involved in upskilling
- Procurement, project management and evaluation
- employment relations skills
- HR vs. people and culture



Additional insights

- Understanding all generation
- Retention and attraction
- Communicating outside the organisation – responding to applications
- HR tinder new zealand based
- People management skills – improve and develop
- Shift from traditional workplace to flexible workplace
- HR should be an integral part of corporate strategy
- Documentation relevant to business
- DEI
 - Gender fluidity recognition and dealing with it
- Advocate for employee
 - Balance with what is good for business
- HR support for small business
- Boundaries and conflicts of interests
 - Line between work and emotional connection
- Performance management, termination, discipline
- People focused grow and develop
- Tikanga has potential to resolve and build mana
- Data analytics
- Psychosocial risk HAS pre-emptive
- Mental health
- Is training HR or Management
- Micro-credential in HR for small business

EXERCISE 1 – IDENTIFY SKILLS

What's changed? What's new? What's missing?

Additional Insights

- Advertising
- Customer research, market research, analysis to understand data
- Understand your business, understand your clients/customer business
- Visual aesthetic development, using different media or channels
- Hard sell vs relationship selling
- Social media marketing: people don't want to be shouted at
- Marketing in the aroha economy = voluntary / NGO vs. corporate marketing
- Determining your niche



Additional insights

- MS suite can deliver easy soft skills
- Digital advertising – knowing the difference of social media, informal and formal content, separation of personal platforms to business platforms
- Know your audience – connect to variety of generations, main hubs and regional cities,
- Understanding shift – every two years for marketing approaches
- Need for online marketing
- Global international marketing
- Online – e-commerce building back-end shopping carts for social media
- Knowing your why of your business
- Understanding greenwashing
- Cultural appropriation
- Sales pipeline management
- Business disruption
- Corporate social responsibility in selling
- Scaling from 1:1 marketing up to 1:many
- Pulse check your marketing campaigns
- Understand and use marketing metrics
- Artistic plane – creative solutions
- Communications plan
- Resilience
- Noting selling is not marketing and current strand is too long
- Marketing campaigns have social impact for charity
- Eliminating the fear of selling through different ways with social responsibility at the front
- Visibility everywhere
- Support the community – investing back into the community
- Not marketing the product but market events e.g. face painting on fathers day with goods being sold

EXERCISE 1 – IDENTIFY SKILLS

What's changed? What's new? What's missing?

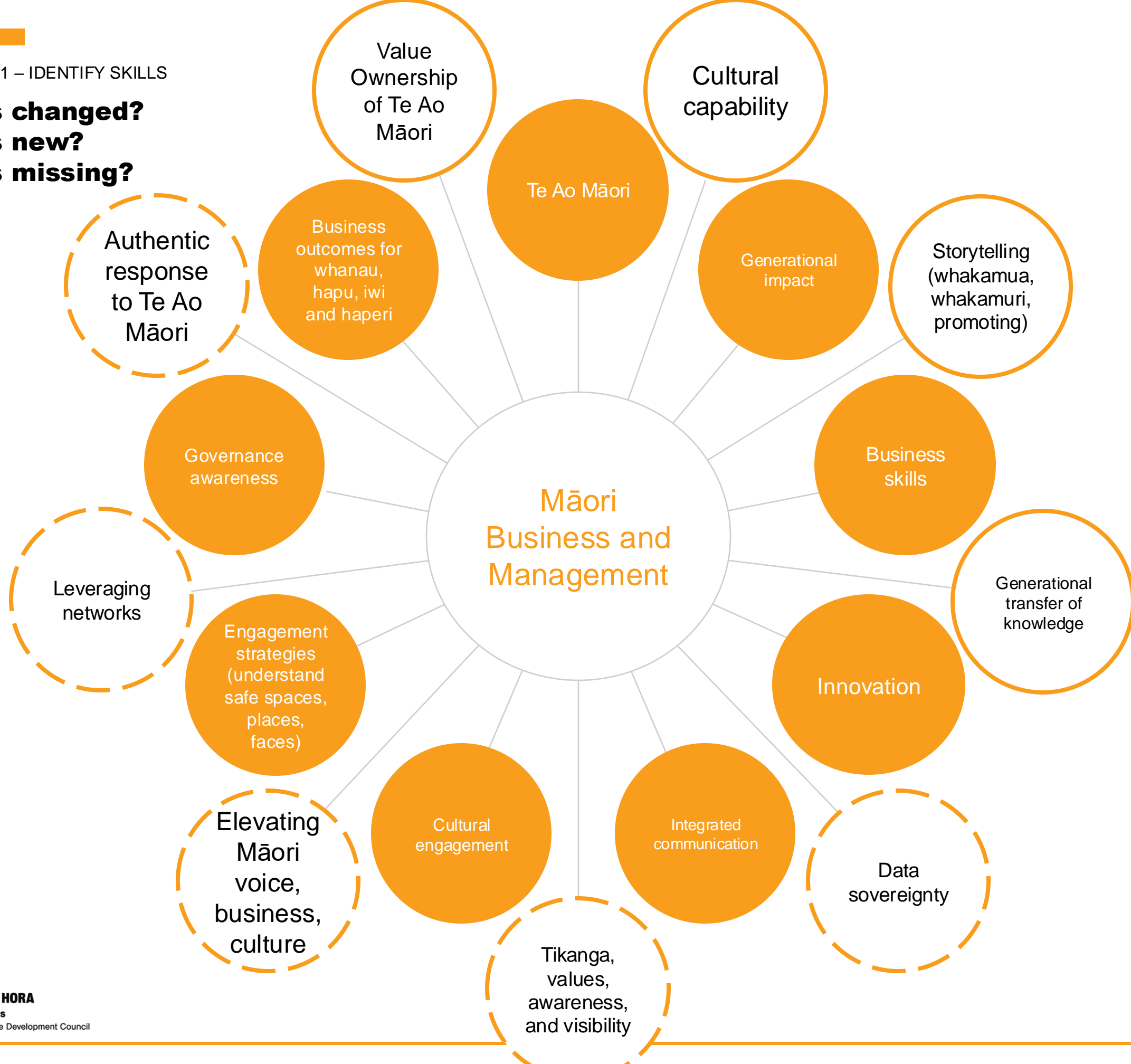
Additional insights

- Appealing and motivating outcomes post-qualification
- Where to go to for help
- Entrepreneurship
- Empowering collective
- Inter-generational wealth
- How Māori are contribute to the economy and iwi
- Barrier to sell indigenous food
- Managing whanau owned business
- Succession planning
- Exit strategy
- IP
 - Te Tiriti in practice
 - What is mine vs. nō tatou
 - What can be commercialised without loosing tapu/mana
 - WAI 262 what is it?
- Negotiation
 - Pitching for work
 - Procurement
- Collaboration
- A qual by Māori for Māori | a qual about Māori for all
- Measuring impact of your business for your customers
- How to build/develop Māori conceptual frameworks for good business practice, decision-making, organizational structure
- Partnership, management, referrals
- Sustainability, kaitiakitanga, environment
- Mentoring – tuakana/teina
- Remove barriers – understand prohibitors for Māori
- Non-Māori perspective: how to be intentional an communicate with maori
- Level 6 needs to be transferable
- Build capability and skill sets internationally
- Tuakana-teina model embedded
- Build a network of Māori businesses
- Generational transfer of knowledge
- Taranaki pov: good partner with iwi, hapu, and non-Māori community
- Non-Māori perspective: diverse ownership models used within iwi, hapu, PSGE can inform how businesses are run



EXERCISE 1 – IDENTIFY SKILLS

What's changed?
What's new?
What's missing?



Additional insights

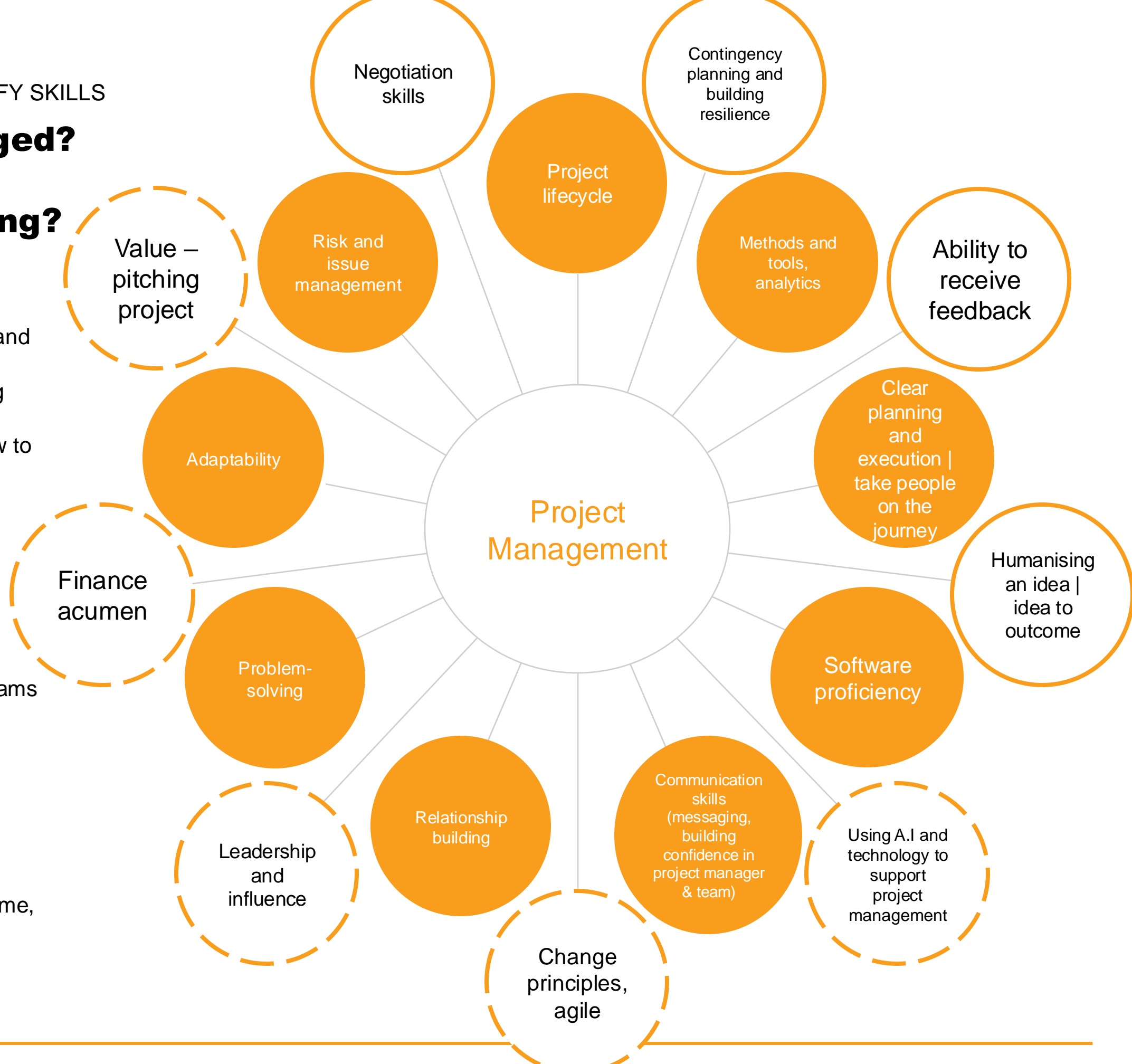
Intellectual Property and Legal Considerations	Education and Mentorship	Wealth and Sustainability
<ul style="list-style-type: none"> • IP: Protecting intellectual property rights. • Remove barriers – understand prohibitors for Māori: Identifying and overcoming obstacles. • Level 6 needs to be transferable: Ensuring qualifications are adaptable. 	<ul style="list-style-type: none"> • Appealing and motivating outcomes post-qualification: Highlighting benefits of education. • Where to go to for help: Identifying support resources. • A qual by Māori for Māori a qual about Māori for all: Developing inclusive educational qualifications. • Mentoring – tuakana/teina: Providing and receiving mentorship. • Tuakana-teina model embedded: Implementing traditional mentorship models. • Generational transfer of knowledge: Passing down expertise and wisdom. 	<ul style="list-style-type: none"> • Inter-generational wealth: Building and maintaining family wealth. • Sustainability, kaitiakitanga, environment: Practicing environmental stewardship. • Empowering collective: Strengthening community through shared resources. • Taranaki pov: good partner with iwi, hapu, and non-Māori community: Fostering inclusive partnerships.
Cultural and Indigenous Considerations		Business Development and Entrepreneurship
<ul style="list-style-type: none"> • How Māori contribute to the economy and iwi: Understanding Māori economic impact. • Barrier to sell indigenous food: Navigating challenges in indigenous food markets. • What can be commercialised without losing tapu/mana: Balancing commercialisation with cultural integrity. • WAI 262 what is it?: Knowledge of indigenous intellectual property rights. • Te Tiriti in practice: Applying the Treaty of Waitangi principles. • What is mine vs. nō tatou: Distinguishing personal vs. collective ownership. • Non-Māori perspective: how to be intentional and communicate with Māori: Effective cross-cultural communication. • Non-Māori perspective: diverse ownership models used within iwi, hapu, PSGE can inform how businesses are run: Learning from Māori ownership structures. 		<ul style="list-style-type: none"> • Entrepreneurship: Starting and managing new business ventures. • Managing whanau owned business: Overseeing family-owned enterprises • Succession planning: Preparing for leadership transitions. • Exit strategy: Planning for business sale or closure. • Negotiation: Effectively reaching agreements. • Pitching for work: Presenting business proposals. • Procurement: Acquiring goods and services. • Collaboration: Working jointly with others. • Measuring impact of your business for your customers: Assessing business outcomes. • How to build/develop Māori conceptual frameworks for good business practice, decision-making, organizational structure: Creating culturally-informed business models. • Partnership, management, referrals: Building and managing business relationships. • Build capability and skill sets internationally: Expanding skills for global markets. • Build a network of Māori businesses: Connecting with other Māori enterprises.

EXERCISE 1 – IDENTIFY SKILLS

What's changed?
What's new?
What's missing?

Additional insights:

- Budget management and forecasting
- Listening and reaching room
- Remote working – how to manage
- Leverage team(s) strengths
- Project Management disciplines
- Accountability and responsibility
- Understand what is important to people/teams involved in project
- Measure impact
- Critical thinking
- Conflict resolution
- Community-based projects
- Cultural competency
- Tripple constraints – time, budget, and scope
- Clear deliverables



Additional insights

Educational Levels and Structure	Project Types and Impact	Skills and competencies
<ul style="list-style-type: none"> • Clarity on difference between level 4 and level 5 • Is level 4 too high of a start should there be something at level 3 	<ul style="list-style-type: none"> • Community projects carry more weight • Iwi projects are good projects to attract more learners 	<ul style="list-style-type: none"> • Software proficiency is important • Change management skills • Relationship management extending into tikanga of rangatiratanga, relevance to Aotearoa • Environmental management
Opportunity and innovation	Sustainability and resources	Stakeholder and audience management
<ul style="list-style-type: none"> • Opportunity for micro-credentials • Business disruption as a norm 	<ul style="list-style-type: none"> • Sustainability for staffing, time, resources, budget 	<ul style="list-style-type: none"> • Stakeholder identification and management • Understanding language: delivering to marae is different corporate. Knowing your audience

EXERCISE 1 – IDENTIFY SKILLS

What's changed?

What's new?

What's missing?

Additional insights:

- Communication skills
 - B2B
 - Employment relations
 - Public speaking
 - Negotiation
- How to be an employer
 - Business hygiene



Additional insights

- Opportunities for micro-credentials than qualification
- Value system
- Te Ao Maori – dual worldview
- Mixed delivery model – workplace based and F2F
- Health and safety of business owners to their employees and requirements as a business
- Law – small business owners should know about employment, contracts, industrial relations
- Transferability of small business components across more than just business e.g. tax, gst
- Disruption is a norm
- Branding
- Storytelling
- Customers are most important
- DEI – diversity, equity, and inclusion
- Outsourcing
- Practical financial literacy – understanding and appreciating resource and waste, minimising waste
- Resilience – your why
- Marketing techniques – social media, customer, website