



Entrepreneur: Sandi Boucher
Business: Traditionally Speaking
Industry: Training & Education



Sandi is from Seine River First Nation and is the visionary behind Traditionally Speaking, an Aboriginal Speakers Network, which was established 6 years ago. Although Sandi had the desire to start her own business from a young age, the passing of her mother was the catalyst to start her entrepreneurial journey. Her mother's teachings had much value and could assist many other people, which provided Sandi the drive to write her first book and design her first seminar. This comes at no shock, since Sandi's mission is making a difference and inspiring as many people as she can.

To realize her mission Sandi found an agency to help her design a business plan, marketing plan and set financial goals. In order to finance Traditionally Speaking, Sandi applied to the Ontario Self Employment Benefit program, which allowed her to collect Employment Insurance for one year while in the start up phase of her business.

To realize her mission Sandi found an agency to help her design a business plan, marketing plan and set financial goals. In order to finance Traditionally Speaking, Sandi applied to the Ontario Self Employment Benefit program, which allowed her to collect Employment Insurance for one year while in the start up phase of her business.

The best way to achieve long-term success from Sandi's perspective is using a constant cycle of planning, executing and evaluating. This approach can also assist entrepreneurs through times of failure. In times when Sandi misread the needs of her clients, she went back and reanalyzed the feedback from participants to plan her next workshop with constant evaluation. Sandi's best piece of advice is to find a mentor who can ultimately save you time and money from their feedback.



Anishinabek Employment
and Training Services

