

VIVID VISION

***“Whatever the mind can conceive
and believe, the mind can achieve.”***

- Napoleon Hill



NADF'S OUTSTANDING ROLE IN INDIGENOUS BUSINESS DEVELOPMENT

NADF is recognized as the #1 gateway to providing indigenous business development in Northern Ontario. Their services are sought after. They display a proven track record for delivering exceptional business support in grants, loans, and advisory and facilitative services for indigenous entrepreneurs and community-based corporations. NADF is identified as one of the leading Aboriginal Financial Institutions across the country regarding the growth and exemplary quality of service, validated through audits, feedback communication, and surveys. The entire organization and all staff members are held in high regard because of their expertise and ability to continually maintain high standards in board governance and financial and operational management.

GROWTH OVER THREE YEARS

As of June 2024, NADF has doubled in size over three years and services all of Northern Ontario. Half of the NADF staff work remotely, while the other half work from offices on the Fort William First Nation and in Timmins.

STRONG LEADERSHIP AND EXEMPLARY COMMUNICATION STRATEGIES

NADF's strong leadership sets the vision for the entire organization. This vision is shared with all those affiliated with the organization in any way. Communication is delivered concisely and respectfully at all times, whether it is with staff, clients, external organizations, government agencies, the media, or the public. The CEO has set an example of providing an exemplary communication model that resonates throughout the organization, and it has become the fabric of the NADF culture. Everyone reveres this culture as an example of an organization that values integrity and respect when dealing with all who work there or take part in the moral ownership of NADF's purpose.

Furthermore, the CEO is held in high regard for being accessible due to having created a collaborative atmosphere. Staff members feel at ease as the CEO has set a tone that fosters trust, contributing significantly to NADF's culture. For example, the first task of the day for the CEO is holding a team meeting with selected managers to ensure that core values are continuously maintained. Throughout the day, numerous one-on-one sessions are used to discuss strategies with key staff and consultants to further cement NADF's vision. The CEO constantly engages with national organizations to keep abreast of national initiatives and calls upon trusted mentors to gain insights on various industries and perspectives. Education is also a critical part of the CEO's activities, and he conducts multiple podcasts and video interviews to ensure that NADF is highly revered in the community it serves. Reviewing and replying to emails and returning calls are part of the daily tasks of the CEO to ensure that people and their inquiries are shown the respect they deserve.

THE ROLE OF MEDIA AND NADF'S MARKETING INITIATIVES

NADF is sought after by First Nations, government agencies, and mainstream companies to deliver various business and economic programs to indigenous people and their communities. These include programs and initiatives such as entrepreneurial development, infrastructure development, community development, financial literacy, and comprehensive regional and community planning.

Aside from business support, NADF is also involved in assisting multiple indigenous communities, on- and off-reserve, and in sourcing and arranging finances for large projects, such as public recreational buildings, health facilities, long-term care, homes for the elderly, treatment centers, multipurpose buildings, and hotels. The activity in these areas represents a significant increase in NADF's business revenue, some of which is received through their For-Profit Entity Neegani Investments.

Because of NADF's extensive profile, they can leverage their position in obtaining capital for creating funds for small businesses and financing larger community-based projects.

ABORIGINAL PROSPERITY

NADF's central vision is "aboriginal prosperity," and they have 10 core values that are formed using the word "**prosperity**" as an internal source of guidance within their operations.

- **P**ersistent in fulfilling the Vivid Vision.
- **R**elentless in finding the solution that works.
- **O**pen-minded when discussing strategy and solutions.
- **S**teadfast in our loyalty to each other as a team.
- **P**assionate in achieving our mission and vision.
- **E**nthusiastic about the work we do.
- **R**enowned in the public eye for our work.
- **I**ntegrity in everything we do.
- **T**rust is the centrepiece of our core values.
- **"Yes, we can do it,"**—When we say this, we are fully committed 100%.

TEAM CULTURE

The organizational culture of NADF is described as positive and rewarding, affording all staff respect. Expectations of quality work are most often self-managed, as all understand that their work is a vital function of meeting NADF's goals. All individuals understand that they are making a meaningful contribution to the organization. Management trusts their staff to provide concrete solutions to challenges, offering an environment that encourages collaboration and support. This positive environment can be felt as soon as one steps into an NADF office or speaks with any NADF staff member. The professional and respectful deliverance of all communication is regarded highly. Each member is appreciated. Team members are punctual and respectful of each other's time and are relentless in finding solutions to overcome problems. Staff are well-prepared, organized, and ready to participate in their areas of expertise when asked. Each meeting has an agenda delivered in advance, listing business items that contribute to the meeting's objectives. While workplace initiatives are of utmost importance, the culture prioritizes compassion when those who are going through a challenging time in their life require support.

NADF places importance on its hiring practices. When assessing potential candidates for a position with NADF, all aspects of the recruitment process are evaluated to ensure the applicant's skills and knowledge meet the position's requirements. This process includes candidate interviews with questions designed to gauge whether they are a good fit in terms of education, skill, experience, and cultural fit. Furthermore, each candidate is assessed to determine whether they can adapt and practice NADF's core values. Ultimately, NADF emphasizes the need to recruit highly effective people who are considered high achievers.

NADF FOCUS

One of NADF's greatest strengths is its team's ability to focus on solutions that provide the best outcomes for their clients' challenges. This capability is responsible for their reputation as masters at achieving results. In fact, NADF is called upon by outside communities, academic and other professional organizations, governments, and companies to share their organization's governance so that it can be replicated. Because the corporate culture is one in which all staff feel encouraged and safe in contributing, the best solutions are delivered with considerable ease. The organization depends on each employee focusing on their work to provide effective results even when finding solutions can be challenging. Employees work through these challenges and come up with solutions without undue stress. This is fantastic quality as their focus is never compromised due to feeling over-burdened or fearful. They can proficiently identify and prioritize specific action items essential to gaining the most outstanding results. Our people have become scholars of the Pareto Principle (the 80-20 rule), enabling them to quickly identify and prioritize 20% of the required inputs to achieve 80% of the desired results.

Through their focus, each staff member can confront a challenge and communicate the best strategies to achieve successful outcomes. Team members quickly identify and describe clients' challenges and, either independently or jointly, clearly articulate ways to overcome them. Hence, they can design an effective plan of action together based on resources available to them. The clients' needs are always respected and never second-guessed. Likewise, NADF does not impose a solution that is not being sought.

NURTURING AND DEVELOPING THE CLIENT RELATIONSHIP

NADF recognizes that a critical strength of their staff is their ability to nurture and develop lifetime clients. This is accomplished by creating a high quality of service and aftercare. Because of the strong relationship ties that have been developed over time, clients know they can trust NADF and are not interested in moving to another lender.

CELEBRATING ACCOMPLISHMENTS

NADF needs to celebrate its milestones and the success and achievements of the companies and individuals it has helped along the way. Each year, a Business Awards Gala publicly celebrates those who have made great strides in advancing their business in the various categories set by NADF. This celebration is considered a significant annual event that is pivotal to the attendees. It honours the hard work and persistence of those companies and individuals that have earned the deserved recognition. Many of these winners have substantially grown their businesses and become significant players in their industries in Northern Ontario. A recent addition to the categories is the CCP Award given to an individual, group, or organization that has demonstrated hard work and leadership in Comprehensive Community Planning.

COMMUNITY AND REGIONAL PLANNING

Most, if not all, communities in the coverage area are involved in the community and comprehensive regional planning that NADF facilitates. The work done in comprehensive planning, be it regional or community-based, is recognized by its peers across the country as exemplarity, and institutions and practitioners in the field come to learn from NADF's experience. More importantly, it is the communities that are the beneficiaries of NADF's work. They see both the progress made and the impact it has on the community for the benefit of the people and future generations.

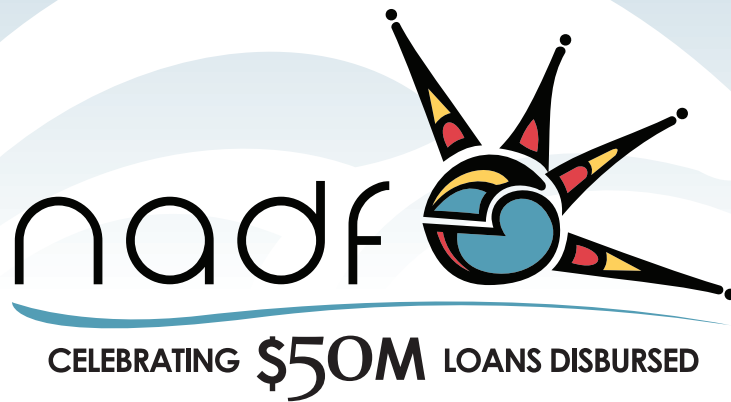
CONCLUSION

NADF has developed excellent service programs that provide optimal solutions to their clients, community organizations, entrepreneurial groups, advanced indigenous entrepreneurs, and community-based corporations. This includes being the most sought-after Aboriginal Financial Institution in Canada.

NADF has built an organizational culture that is exceptional and second to none. Their culture is held in high regard and is one of the major reasons for their great success. Teams work cohesively together, providing solutions so that their clients can overcome challenges effectively and efficiently.

Their respectful and assertive style of communication guarantees collaboration, respect, dignity, and clarity. The skillset of the people who work at NADF is focused on meeting their objectives. They are highly knowledgeable and immediately recognize the importance of the NADF culture and its core values. People are identified as high achievers and can depend on their colleagues and the clients and people they serve. They are proud and honoured to work at NADF.

The high praise NADF receives results from the services we provide, which are often sought by various organizations throughout the country. We at NADF work in collaboration with all staff, our partners, our clients, our board, our national organization, and our mentors to bring our ideas to fruition by conceiving, believing, and then achieving.



Supporting Aboriginal Prosperity Since 1987

1-800-465-6821 | www.nadf.org

Media Enquiries

Brian Davey, Executive Director

Phone: 807-623-5397 ext, 117

Email: bdavey@nadf.org

Head Office

Orion Building
100 Little Lake Road, Suite 101
Fort William First Nation, ON
P7J 0L2

Phone: (807) 623-5397
Fax: (807) 622-8271
Toll-Free: (800) 465-6821

Timmins

273 Third Avenue, Suite 203
Timmins, ON
P4N 1E2

Phone: (705) 268-3940
Fax: (705) 268-4034
Toll-Free: (800) 465-6821