



Aboriginal Human
Resource Council

connections – partnerships – solutions

*Request for Proposals
Aboriginal Procurement and Outreach ~
Project Management Services*

July 28, 2010



The following document constitutes a Request for Proposals for providers who offer specialized services in Project Management. By **5.00 p.m. CST August 16, 2010** a proposal will be submitted electronically to the following contact person:

Aboriginal Human Resource Council
Att: Craig Hall
Chief Operating Officer

chall@Aboriginalhr.ca

Submissions will be titled:

“Project Management – Aboriginal Procurement and Outreach”

Contact information:

1.306.956.5360



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1 Introduction

The Aboriginal Human Resource Council (AHRC) is seeking to hire specialized Project Management expertise for the period August 20 to March 31, 2011 for its *Aboriginal Procurement and Outreach Project*.

This project has been funded by Indian and Northern Affairs Canada (INAC) as part of a larger initiative which seeks to *Build a National Engagement Strategy* with large Canadian companies in effort to introduce inclusion strategies into their workplaces. The Council has programs, products and services to help large mainstream companies attain the necessary skills and competencies needed for workplace inclusion.

By August 16, 2010 contractors are invited to submit their proposals outlining the credentials, skills, experience they have to manage this project. This submission will also include a brief plan on ways to operationalize this project, including proposed fees and expenses.

2 Background

In the business development/ procurement divisions of large workplaces, companies need assistance to identify and work with Aboriginal small/medium businesses (SME's). Helping mainstream companies achieve supplier diversity is an important part of the Council's goal for an inclusive workplace.

The goal of this project is to increase the penetration rate of companies doing business with Aboriginal SME's. Increased procurement transactions between large businesses and Aboriginal SME's are the objective.

The contractor for this project will visit large mainstream companies and help them develop procurement opportunities for Aboriginal small and medium businesses. The project will rely on a "pull strategy" - working through large companies that have procurement needs and assisting these large companies to develop more effective outreach strategies to Aboriginal small and medium businesses.

The contractor will develop a service relationship with both large mainstream businesses and Aboriginal small and medium businesses, brokering business partnerships between these segments on behalf of the Council.

In fostering these business relationships the contractor will introduce companies to the Council's products and services. For example, the Council has a training program for large



businesses which will improve their Aboriginal procurement practices and systems. The contractor will connect companies to the Council's service platform.

The contractor will manage the relationship with companies on behalf of the Council in ways which are relevant and useful to companies' procurement outreach to Aboriginal small and medium businesses.

3 Overview of Contractor Tasks

The contractor will implement a process to increase Aboriginal procurement transactions between large mainstream businesses and Aboriginal small/medium businesses (SME's). These transactions will be facilitated by an innovative web 2.0 platform which the council will be piloting and testing as part of this project.

- Develop procurement transactions between Canada's largest companies/organizations in six target sectors and Aboriginal SME's;
- Provide procurement coaching and brokerage services and assist large companies to develop Aboriginal procurement strategies; brokering partnerships which create Aboriginal SME access to these opportunities and result in Aboriginal business expansion;
- Work with an electronic digital communications strategy to document, case manage, service and profile companies' through the engagement process.
- Through peer learning, encourage large companies to emulate best practices in sourcing their procurement needs from Aboriginal suppliers;
- Provide facilitation and learning to Aboriginal SME's to increase their awareness, capacity and likelihood to effectively act on large companies' procurement opportunities;
- Undertake diagnostics of large companies' procurement strategies and assess the efficacy of these strategies.

The Council has an on-line and instructor led course which assists mainstream companies to develop skills in Aboriginal procurement. It also has workplace tools which help these large companies to introduce and embrace strategies which contribute to workplace inclusion. Information about the Council's Inclusion Continuum and its Mastering Aboriginal Inclusion Program are available on the Council's web site at www.Aboriginalhr.ca



The Council's Inclusion Continuum model describes at each stage the required (i) workplace behaviours & attitudes as well as (ii) skills and competencies in Aboriginal employment strategies, practices and systems. These skills, behaviours etc., must be "mastered" at each level. And so begins the journey of companies as they embrace inclusion and gradually harness the benefits of a fully engaged workforce. This journey necessarily results in organizational transformation.



The main activities the Council will undertake for this Aboriginal Procurement and Outreach project are as follows:

- Creating Awareness/Project start-up
- Partnership Brokerage and Procurement
- Communications and Engagement - helping to deploy the Council's Digital Strategy
- Creating More Effective Procurement Strategies with Canada's largest Companies
- Building Aboriginal SME Capacity and Uptake
- Best Practice Documentation
- After Care, Evaluation & Reporting

Project management for this project will coordinate all aspects of the project including:

- Establish team
- Define team member roles
- Define working processes, and meeting schedules
- Manage team logistics, group communications and administration
- Identify and coordinate services for partners
- Develop an expanded service model
- Tracking and monitoring project progress
- Project administration and reporting

4 Forecast Results

The expected results of the project:

- By the end of this project 1000 of the companies in the large company segment will have an awareness of the Council and its procurement tools/services. Of these 1000 companies, the target for the 1 year project is to convert 37 companies into active partners (at the "high engagement stage") who are successfully completing Aboriginal procurement transactions. In these transactions the Council will work with the 37 Aboriginal businesses to assist them to access the procurement opportunities.¹

¹ The Council expects this number to be greater but these metrics offer a way to evaluate the success of the project.



- Assuming each of the 37 companies conducts a procurement transaction and assuming private sector procurement transactions average 25% of governments or approximately \$15,500. The project must be able to demonstrate that the ultimate transaction can be sourced back to the Council (i.e. information source, procurement brokerage or improved Aboriginal procurement competency based on taking one of the Council's procurement courses). The Council will mine its web activity to track these procurement transactions. at a minimum, this project will create the following annual procurement transactions:

Transactions n=37	Hi	Med	Low	Total value of procurement transactions
37 large businesses and an equal number of Aboriginal SME's conducting procurement transactions in six target sectors of the economy	6	20	11	
Value of individual transactions - three categories (hi, med & low)	\$23,000.00	\$15,000.00	\$12,500.00	
Aggregate of procurement transactions in each of the categories - summed	\$138,000.00	\$300,000.00	\$137,500.00	\$575,500.00

Therefore, forecast metrics are that 37 transactions at an average of \$15, 540 will generate \$575,000 in incremental Aboriginal procurement.



5 The Council's National Engagement Strategy

The Council's building of a digital engagement strategy offers these possibilities:

- Over time, a scalable technology platform will enable the Council to engage and service greater numbers of large companies than it is currently able to do; growing its partnership roster with only a modest increment in resources.
- Creation of a service platform which is highly attractive to business partners. The Council will be more able to strike business arrangements/ partnerships which connect companies with specialized Aboriginal HR on-line web-based tools. These arrangements will result in an enriched service platform for companies and business opportunities to sustain the network.
- The platform will generate data. In the past the Council's data on companies has been confined to basic coordinates and the aggregating of basic data e.g. exit surveys on completed MAI courses. The new database will be much more powerful enabling the Council to develop a record of companies as they progress through each stage of the Inclusion continuum. The Council will be able to create indices and benchmark the systems, practices and behaviours of workplaces as they adopt inclusion. This information will result in a better/more accurate roadmap for companies that want to adopt inclusion (diversity) programs in the future.
- The use of social media will reach a younger generation of professionals and result in the development of new relationships which will create tremendous value for the Council's future work.
- The electronic service platform will document, case manage and profile companies' efforts to operationalize inclusion workplace strategies within their organizations. An extensive community of (procurement) practice will be created with video documentation about the practices and standards high profile workplaces have adopted in these inclusive workplace strategies.

6 Reporting

Regular reports submitted by the project management for this project will provide the following information at a minimum:

- Activities undertaken in support of project objectives
- Number of companies contacted



- Outcomes of such contacts
- Description of work completed in support of employer engagement
- Description of work completed in support of work with procurement readiness on the part of Aboriginal SME's
- Procurement transactions

This position will be of interest to a small/medium sized management firm, not for profit organization or a partnership of interests. The company/organization that is chosen for this position will broadly require the following skills and talents:

- Project management skills (knowledge of planning/tracking tools)
- Experience with the research and development of service delivery plans
- Effective written and verbal communications
- Computer skills (word, excel, Powerpoint, e-mail, project management software programs e.g. Intuit)
- Financial skills (working with budgets, forecasting, cash flow management etc)
- Effective management and coaching skills.
- Understanding and familiarity with Aboriginal employment issues
- Experience working with Aboriginal people
- Understanding of procurement and supplier diversity matters
- Experience working in a not-for profit environment
- Understanding of project development cycles
- Understanding and experience working with government agreements
- Understanding of the business community
- Understanding of web 2.0 strategies and on-line learning strategies
- Ability to develop and sustain partnership relationships

Workplace locations for this position are flexible. The contractor (team) will reside in a home office or other office arrangement. Partners and contributors for this project will be located at various locations across the country. The project management team, envisaged as 2 specialists, must be prepared to work flexible hours and in ways that create harmony among project interests and associates. The project has many complex dimensions requiring a "generalist's" approach to problem solving and an ability to keep many project activities in play simultaneously. Reporting to the AHRC's Chief Operating Officer the Project Management will have a high degree of autonomy and latitude to achieve project results.

For additional information about this project/position do not hesitate to contact Craig Hall, COO, Aboriginal Human Resource Council at 306-956-5360. Please submit proposals to Craigh@Aboriginalhr.ca on or before August 15, 2010.