

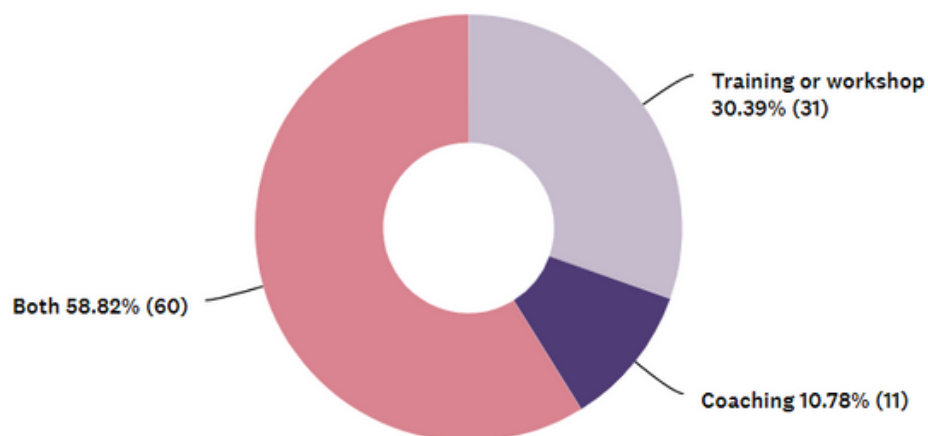
# Project Gazelle Impact Survey



# Survey Results

Please select how you have interacted with Project Gazelle

Answered: 102 Skipped: 0



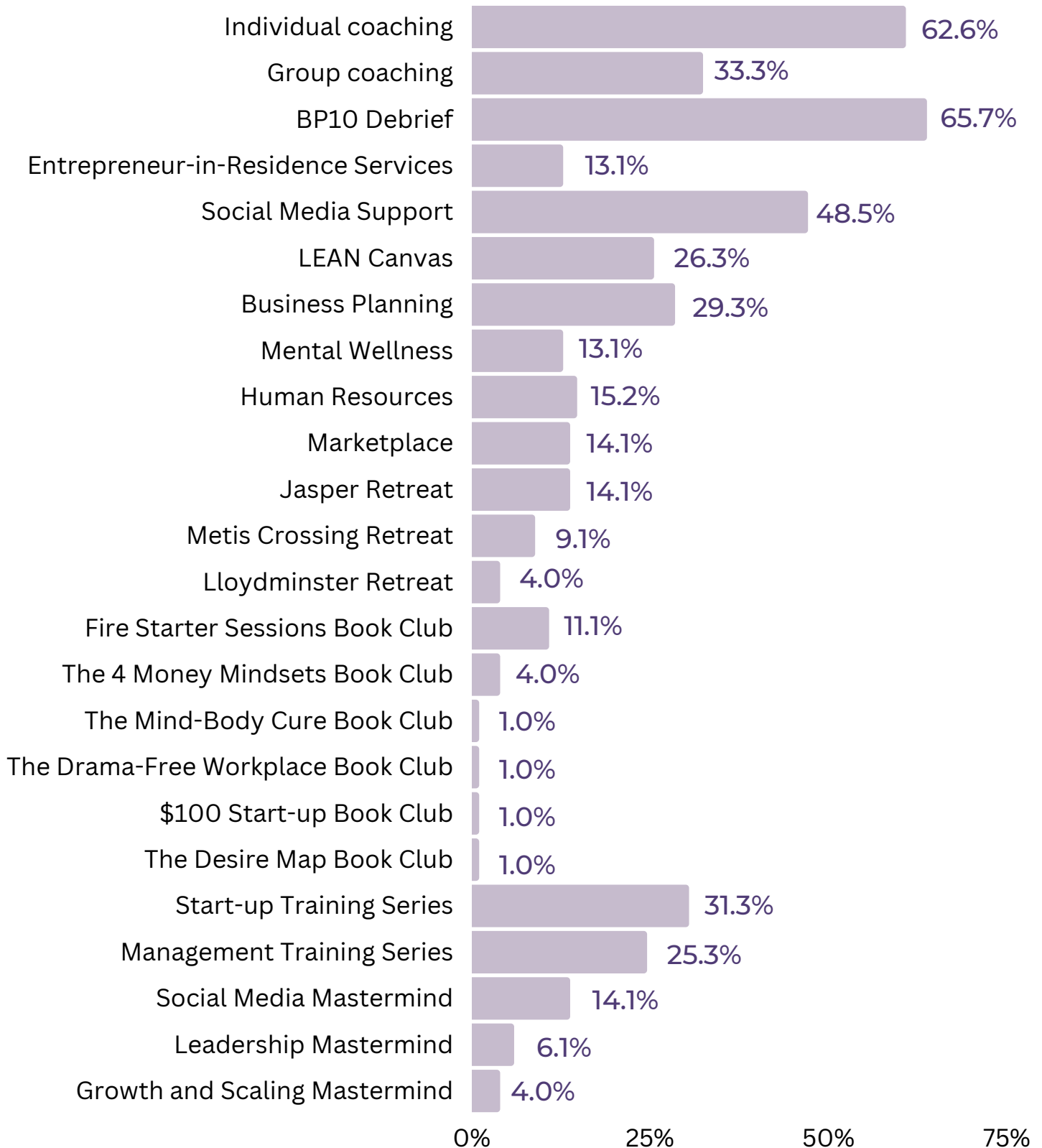
ANSWER CHOICES	RESPONSES
▼ Training or workshop	30.39% 31
▼ Coaching	10.78% 11
▼ Both	58.82% 60
TOTAL	102



# Survey Results

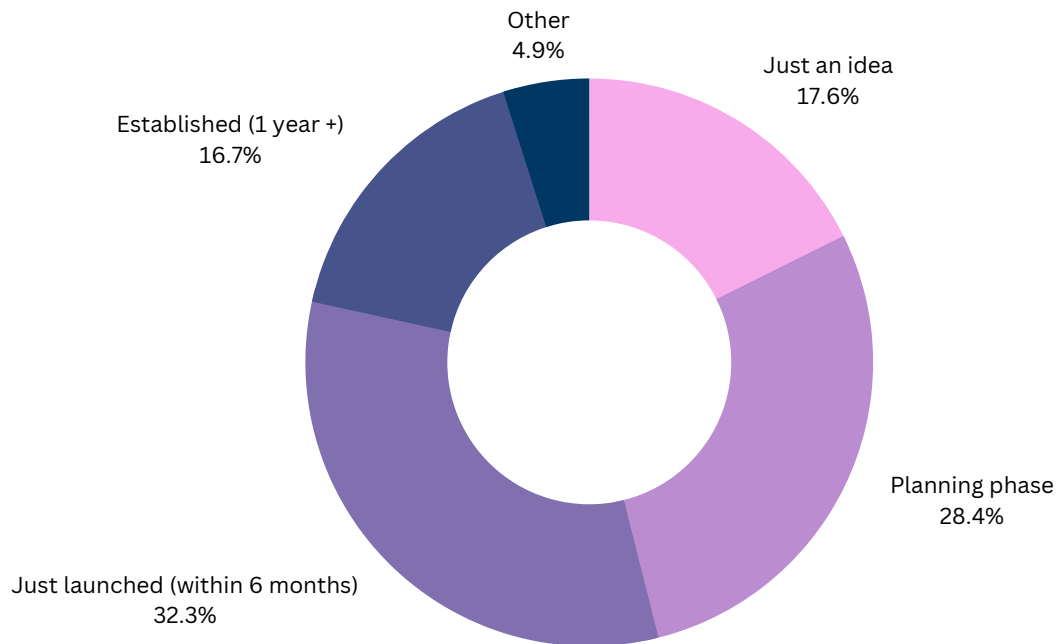
Please select the services you used

Answered: 99 Skipped: 3



# Survey Results

What stage was your business at when you contacted Project Gazelle?



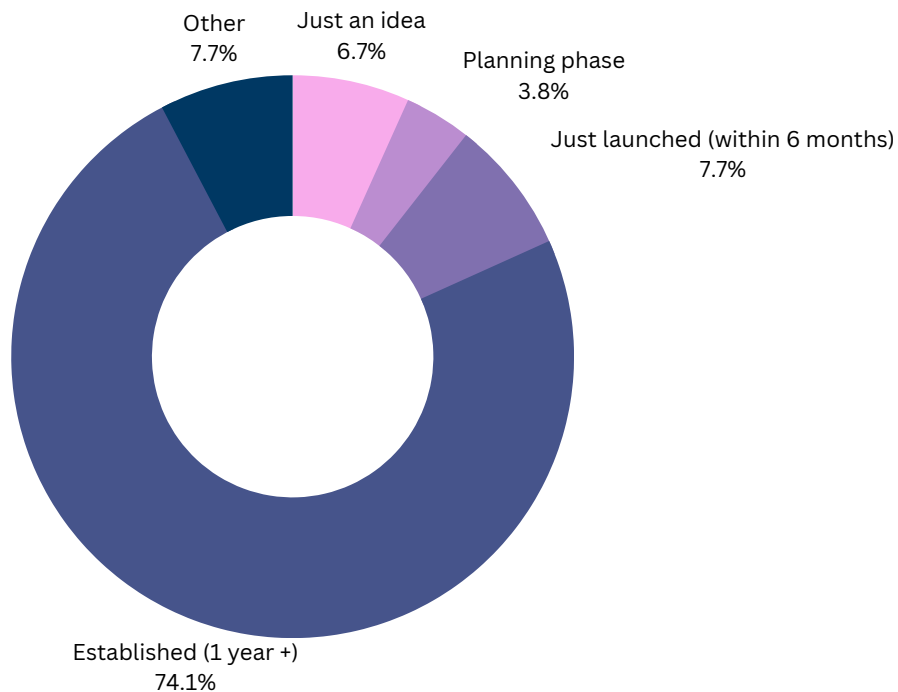
ANSWER CHOICES	RESPONSES
Just an idea	17.65% 18
Planning phase	28.43% 29
Just launched (within 6 months)	32.35% 33
Established (1 year +)	16.67% 17
Other (please specify) <a href="#">Responses</a>	4.90% 5

Other responses:

- Community Partner, not starting a business
- Attended as a municipality employee
- Shut down by covid protocols
- Planning to create a co-working space, a traveling project
- In business many years. Needing to enter the digital age

# Survey Results

What stage is your business at now?



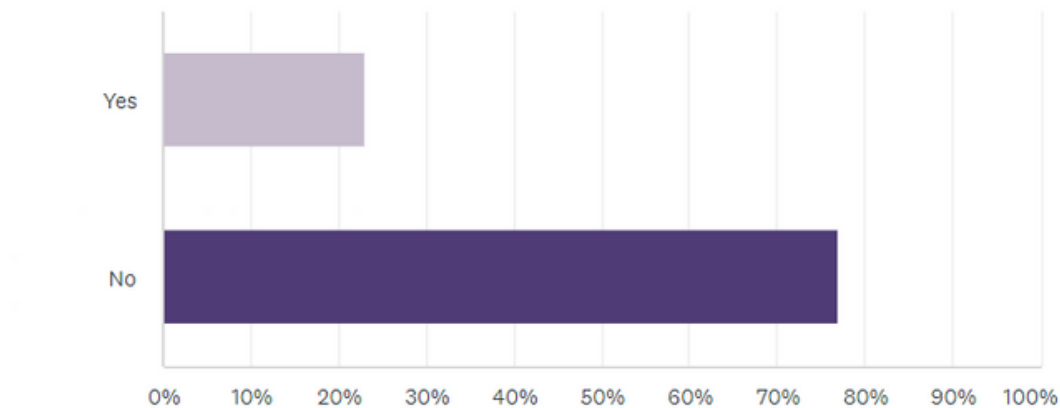
ANSWER CHOICES	RESPONSES	
Just an idea	6.86%	7
Planning phase	3.92%	4
Just launched (within 6 months)	7.84%	8
Established (1 year +)	73.53%	75
Other (please specify)	Responses 7.84%	8
TOTAL		102

Other responses:

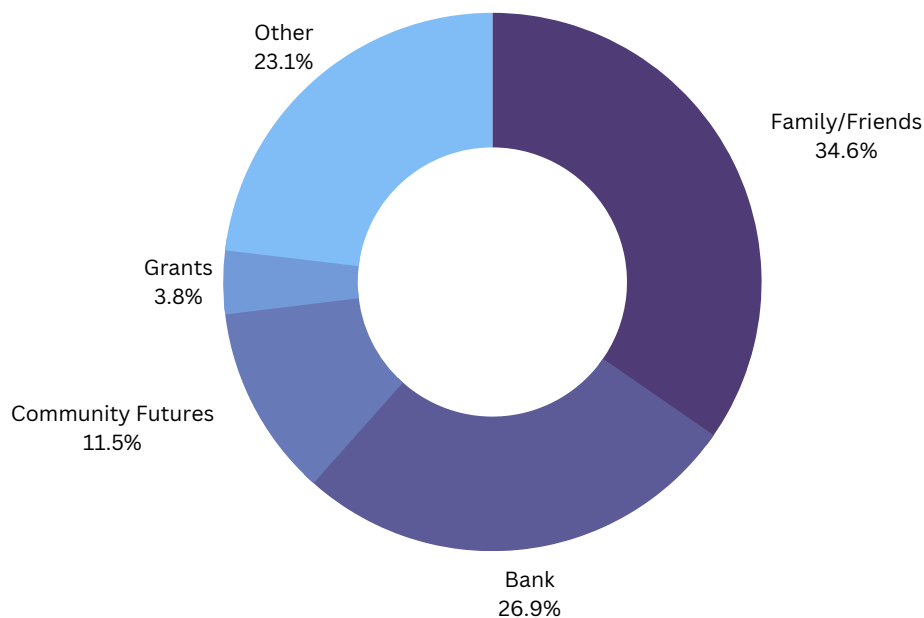
- forced to close due to economy
- 5+ years
- Stared in May of 2022, 10 months
- Launched then realized with family obligations time became a problem, so, changed course
- Working on developing my websites and blogs with an excellent coach and the digital services squad. Its excellent because there are SO MANY details that you just can't get access to training/knowledge about in the complicated digital marketing world. This program is excellent!!!

# Survey Results

During the development of your business, did you need to access outside funding?



If yes, from where:



Other responses:

- Savings
- Personal investment
- Start up

# Survey Results

Of the services that you used, which provided you the most value?

- The Firestarter Sessions - I have read it two more times
- I attended a couple webinars but don't remember what they were called
- Help with my business plan
- Social media help
- Access to coaching
- Having people to talk about business with during covid
- I liked the webinars
- Business planning I spent so much time in the idea phase
- As someone with no business experience I benefited from everything I participated in
- The BP10 debrief gave me so much to reflect on when it comes to using my strengths to run my business and working with the social media gal helped me understand how to build a strategy
- All the services helped me
- I only attended some workshops but they were good
- The coaching was helpful and i enjoyed it but when it was done I only got emails about upcoming events
- The Leadership Mastermind was fantastic!
- one on one coaching with both Glenys & Jax
- social media coaching
- social media mastermind
- social media support
- never had coaching before and i really enjoyed it
- I met some wonderful ladies at the Jasper weekend
- social media and business planning help
- Everything! I was lost in the beginning
- social media support
- business planning with Holly
- coaching
- coaching with Glenys
- The LEAN Canvas really helped me kickstart my business
- the workshops were really good
- social media mastermind



# Survey Results

Of the services that you used, which provided you the most value?

Continued

- coaching and workshops
- bp10 debrief
- social media with Jax
- I loved the jasper retreat!
- coaching
- individual coaching and social media mastermind
- BP10 and coaching
- Discussion.
- Jasper Retreat
- One on one training.
- The Retreats were great for connecting with like minded females.
- Only used the one service!
- zoom class with Mary-Ann Woof
- The information sharing
- Dare to Lead at Metis Crossing was amazing.
- Always loved the trainings, very valuable.
- I was only able to use one workshop through Wood Buffalo Economic Development
- Both the BP10 and Firestarter sessions were great.
- I loved this whole Gazelle program. I was able to access business supports I normally would never know about or been able to afford. The most beneficial programs were the HR and management series
- The canvas
- fire starter sessions
- Metis crossing retreat
- Entrepreneur Support, Gazelle Start-Up Program
- I've only attended the 1 training.
- Seems fb hides the events until it is over
- webinars
- BP10 and Lean
- loved the retreat and the book club
- I took everything that was taught on the Jasper retreat and included the tips, tricks and suggestions on how to move forward with my small business. It gave a positive outlook on how to view everything. It was all new information to me and i was very interested on how to run a successful business.



# Survey Results

Of the services that you used, which provided you the most value?  
Continued

- Honestly talking to someone and getting their input provided the most value, however, the lady who was working with me just randomly dropped off and stopped replying to me so it just sort of faded away
- I loved the Start Up project. I appreciated being introduced to other professionals that can help get your business started. Accounting, lawyer, marketing etc.
- The one on one coaching for HR was most beneficial for me. HR is an area that I don't have a lot of knowledge or experience in. It was great to talk with an expert!
- The ones I participated in were all excellent.
- Gallop Poll - finding my career strengths and weakness.
- Love the get-togethers to gather ideas and interacting.
- The ability to develop and implement a travelling incubator program, as well as the ability to create an in office - coworking space. partnership training opportunities
- Social Media Support
- Email marketing, web-site coaching or building
- Book club, group coaching
- For me, the Fire Starter Sessions Book Club was what I needed to kickstart my entrepreneurial journey. It challenged me to look inward and learn what I really wanted to attain in my next career move.
- Participating in the retreat.
- I have gone to a few webinars.
- The training series
- Metis crossing retreat and leadership mastermind
- Social media

# Survey Results

If there was a similar project to run, please suggest any additional services you would have liked to see in the program:

- on-demand recordings for webinars, the times never worked with my schedule
- a chance to continue discussions after webinars
- Access to recordings, my schedule isn't very flexible
- 6 or 12 month business mentorship
- accounting or bookkeeping training/coaching, more specifically properly setting up the software (quickbooks, wave type stuff) or a crash course in bookkeeping?
- peer groups and networking
- just more of everything my business does not make enough money for me to pay for these services out of pocket
- more workshops? they were good but it would have been nice to go deeper on most of the topics
- regular check ins would be nice
- more dates for masterminds i missed all of them
- working with Jax was great but we barely scratched the surface. A social media course or series would be helpful
- it would have been great to have more masterminds to choose from
- in-depth social media training
- I would have liked to have more coaching available to me
- more workshop topics
- More events like Jasper
- on-going peer networking groups
- Facebook group or community of some kind to connect with women outside my local area
- hands on support, i enjoy theory but learn better by doing
- on-going coaching, not just one offs
- workshops on demand, or available replays
- wider variety of workshops
- a longer term group coaching option
- more networking opportunities outside of in-person events
- Better follow up for new entrepreneurs.
- It was great. I would change nothing
- I feel everything was covered very well!
- Different hosts on varied topics

# Survey Results

If there was a similar project to run, please suggest any additional services you would have liked to see in the program:

## Continued

- the training that I attended was wonderful!
- Yes - it was a series of sessions that were very great
- Boundaries
- Everything was well done and effectively planned out.
- Have some expert to go through the canvas with me.
- more group programs - like masterminds
- found that the information was fairly generic and presenter was not able to be specific to the needs of our business
- Follow Up Support
- I was mostly looking for help and advice to set up a website, especially inexpensively. I never got past just setting up social media accounts, which is not really the direction i wanted to go. Then covid happened and i didn't want to go to meetings or be in large indoor settings, for personal health reasons. So i kind of put everything on the back burner. I just would have liked help from someone with experience, to set up a website, and or an Etsy store, without hiring a professional, which for a small business is too expensive.
- More business coaching, for both individuals and groups. I would also like to see more on developing and implementing systems in your business.
- Better book keeping courses. I have trained with Sage, worked on Quick books, Quicken, and excel spread sheets. Integration of invoicing, collecting and depositing is critical for a business.
- Leadership masterminds on a variety of topics including weekend retreats to deep dive into an area of topic
- More follow up and follow through with clients.
- The program covered all the basic needs.
- The program covered so much! I can't think of anything missed.
- Somehow I lost track of being asked to participate. Unsure if this was something on my end or their end. I felt left out. It happened roughly around the time of the Lloydminster retreat being offered.
- Social Media today's media works with or against AI, what platforms work best for which type of project and campaign, or creating a web page that attracts interest.
- The ability to have partners assist in providing on going training, workshops and or one on one coaching for entrepreneurs.
- Bookkeeping- financial advice



# Celesta Hynes



Beaumont, AB



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## Entrepreneurial Journey

The journey to owning my own business has had some twists and turns but I have learned so much along the way. I am grateful for my time practicing as a Registered Dental Hygienist but I always knew I wanted to own my own business. Like many when the lockdowns happened, I took it as a time to really explore what I wanted to do with the rest of my career. That is when my entrepreneurial journey began. I found an amazing franchise broker and began investigating multiple opportunities. It was important to me that the opportunity aligned with my personal values and fit my family's lifestyle. Shortly after that, I was introduced to Project Gazelle and enrolled in the fire starter program. It was in that environment, with other amazing women that I truly began to believe that I could be a successful business owner. The fire starter sessions were integral for me, they pushed me to really look inside to ensure that the business I chose aligned with my values and fed my soul.

From the beginning of my career, my success has come from making genuine connections with people, building relationships, and helping them to initiate change. It is with this in mind that I choose CPG ( Careers People Growth). I am coming upon my first year in business and when I look back I am amazed at how far I have come and so excited for the future. I consider it a great privilege to create authentic connections that help businesses grow and allow people to look forward to the everyday!

## Business Profile

I own and operate Careers People Growth Recruitment. We specialize in taking all the stress from the hiring process and simplifying it for our clients. From executive to frontline staff, we handle all the talent acquisition needs for small to medium-sized businesses. We are at our best when we become an extension of your team, handling every step of the recruitment process from job postings to offer letters. We can take care of all of an organization's hiring needs or find that one quality hire you've been searching for.

Businesses look to CPG when:

- Frustrated that their current recruitment methods are taking too much time and missing the mark.
- They have had it with spending precious time monitoring job postings, reviewing hundreds of resumes, conducting interviews with the wrong candidates, and are ready to take action to simplify the process.
- They are searching for ways to create a pipeline of quality talent to fill the high rate of job openings.
- Committed to switching their approach from reactive to proactive when facing the challenges around hiring talent and managing turnover.

Careers People Growth continues to grow because our approach is different from what you normally find:

- We roll up our sleeves and learn about your business. We want to understand your mission, vision, and values and support that with every hire.
- We do not have a one size fits all approach, we customize our services to what you really need, when you need it.
- We know your time is a precious commodity, so If we cannot fix your problem, we will be the first to tell you.
- Partner with the current HR team to make their lives easier. We take away the time-consuming recruitment tasks that are consuming their days.
- Things happen, and lives change. We understand that people can be unpredictable, but we are not. We will be there to support you through any unexpected turnover.
- We are committed to creating a consistent candidate experience that understands that their journey can be an emotional one.
- We only accept payments from happy clients.

## Additional Comments

Most recently I attended an in-person workshop given by Beverlee Rasmussen. There are so many great takeaways from her small business guide to getting your business organized and profitable by implementing systems.

During my time with Project Gazelle, not only did I learn about myself but I made some lifelong friendships that I cherish. I cannot thank Glenys, Michelle, and the entire team enough for their support and everything they did to empower all the Gazelles.



# Selena Moberly

## Rocky Mountain Designs



Grande Cache, AB



Rocky Mountain Designs



@rockymountain.designs

### Entrepreneurial Journey

Selena Moberly, a self-taught Cree artist and seamstress from the Aseniwuche Winewak Nation near Grande Cache, Alberta. In October of 2019, Selena started off by creating ribbon jean jackets with appliqué pieces. In May of 2020 the pandemic hit and she ran out of jean jackets so began creating ribbon skirts.

Selena was inspired to create ribbon skirts by the legacy of her late Grandma, Marie McDonald and late Aunt, Doris McDonald. Despite their illnesses and challenging times they were able to create and share their art with everyone. Selena admired them for their strength, resiliency and love for their arts. The love she has for them was put into her healing, her work and now out into the world.

### Business Profile

Being an indigenous nehiyaw iskwew (Cree woman). I'm deeply inspired to create, the inspiration comes from where I live, in the Rocky Mountains, the Cree Language and my late Grandma and Aunt's past work. Since I found my passion I've been excited to share my work all across Canada, United States and even Australia.



I've been successful in creating wearable art and have been fortunate enough to create for Indigenous musical artists, social media influencers and dignitaries; like the Bearhead Sisters, Fawn Wood, Tia Wood, Crystal Shawanda, Kendra Jessie, the Honourable Salma Lakhani, Lieutenant Governor of Alberta, Marc Miller, Minister of Crown- Indigenous Relations Canada. In December 2022 I was personally asked by Indigenous Tourism Alberta to create looks for their fashion show. Since I started sewing, I wanted to be different and make looks that are unique and people would just recognize my work when they see it. Since I started Sewing it has brought me many opportunities and I've met so many wonderful people and organizations. Ultimately I hope others enjoy and find a connection to the Cree culture through my skirts and art the way I have.







# TJ Unger



## ELEVATION HEALTH

PHYSIOTHERAPY | MASSAGE THERAPY | TRAINING



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ElevationHealthColdLake



@Elevationhealthcl

### Entrepreneurial Journey

My entrepreneurial journey, like most, was started at a young age and born out of modelling strong core values of hard work and perseverance. Mine also came from the desire to help other improve their quality of life and in particular interest in our underserved rural areas. So once getting into the Masters Program of Physiotherapy I knew I was destined to an underserved rural area and was planning on starting my own practice once getting a diverse background in a public healthcare setting and establishing great community relationships. We opened the doors of Elevation Health to complete my first maternity leave in 2017, after spending grueling hours in construction to get the clinic started as quickly as possible to avoid any more interest building on our loans without income to pay it, and we never looked back. We grew from a team of 3 to a team of 10 passionate healthcare providers withing 5 short years and made huge impact on our communities health by having the pleasure to work with over 6000 clients on their healthcare journey.

## Business Profile

We are a multidisciplinary team of Physiotherapists, Massage Therapists and Kinesiologists all working alongside each other and in partnership with our clients to improve their health, as that is what drives us!



## Additional Comments

I have had the absolute pleasure of interacting with Project Gazelle on many levels, and every interaction I have been able to take at least one (if not many) valuable nuggets of information and directly apply it to my personal or professional life. From self skill, strength and weakness assessments, to implementing Brene Brown's Dare to Lead principles, to working in a local female Mastermind group, Project Gazelle has provided a platform for me to connect with like-minded individuals all searching to grow their leadership and business skills within their sectors of interest.



# Twyla Thompson



Lloydminster, AB



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PrairiePlate



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## Entrepreneurial Journey

It's safe to say that food is Twyla's love language. As far back as she can remember, Twyla has always been a passionate home chef and loves few things more than gathering with people she cares about and feeding them. While managing life on a large-scale commercial beef and grain farm, while also raising three kids, Twyla became a master meal planner, prepper and shopper to keep up with the busy calving, planting and harvest seasons.

In 2019, her youngest daughter moved to Ontario for school. She was missing her home cooked meals and decided to try a meal subscription service. She immediately called home and said, "Mom, you should do something like this because it would be so much better." With a newly empty nest, she was already wondering what was next. So, she started researching. Twyla started reaching out to local producers throughout her agricultural network and quickly discovered she could source almost everything she would need locally.

In early 2020, just as the pandemic brought the world to grinding halt, Twyla set to work building Prairie Plate - a local farm to table meal kit delivery and catering service.



## Business Profile

Prairie Plate started with a vision to create fast and simple meals with the freshest local ingredients. Supporting local means so much to Twyla and her family, as her family grows and raises beef cattle and crops to feed the world. Knowing the face behind the local producer who worked tirelessly behind growing and raising your food is the story we should all be telling in agriculture.

In her area of northwest Saskatchewan, there are numerous farmers across the beautiful landscape they call home. Busy moms, wives helping their farming husbands, fast-paced university life and dual parents working...life is complicated. Having a nutritious meal together with your loved ones is the most special time you will have throughout the day.

Prairie Plate offers customized, nutritionally balanced meals that can be ordered by subscription or one-off options. They also offer full catering options.





# The Collective Co-working Space



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<https://yellowheadeast.albertacf.com>



780-706-3500



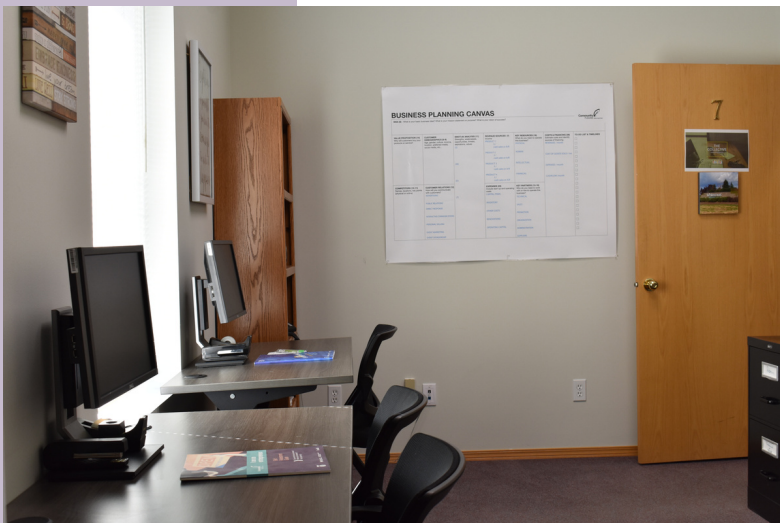
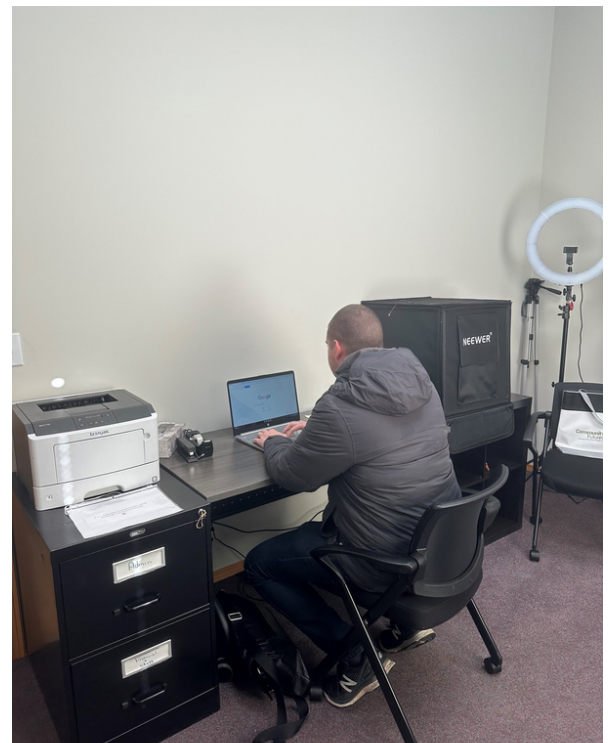
communityfuturesye

## The Collective Co-working Space

The Collective is a space where people can go to utilize an 'office space'. From travelling professionals, content creators, blog writers, to small business in the area, there is a wide variety of individuals that come to utilize what the space offers. A quiet room equipped with computers, printers, lighting, and even a photobooth are available for use. This space was created to allow those who may not have a storefront the ability to promote their businesses without having the hassle of having the right equipment in their homes. We have a survey for the clients using this space to help us determine what we could add or even remove from the space based on what is required by those who are using it. We have had repeat clients come and use the space and we plan on using the Women in Leadership and Business group to promote The Collective to get more people in the door.

## Women in Leadership and Business Group

The Women in Leadership and Business group has been developed to create opportunity for women in Careers, Business and Leadership position to come together on a regular networking basis where they will have opportunity to learn, grow, and support each other on their own individual paths in business. There has been two successful nights where there has been over 20 women join and those from the first event have attended the second one as well. We have seen a range women who have been in the community their whole lives to women who have been in Whitecourt for less than a year. We want to be able to provide an event to support the building of connections as well as utilize these events as a way to promote what Community Futures Yellowhead East can do to support the small business with what we do. We promote The Collective Co-working Space at these events to let the attendees know that there is an service that exists here in the community.







# Chelsea Snelgrove

## Doula, BodyTalk Practitioner, Human Design



Vermilion, AB



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bodytalkdoula



@iamchelseasnelgrove

### Entrepreneur Profile

Hey there! I'm Chelsea.

Humanitarian, wife, and mama to three. I love love love my family, good food, wine, coffee, sparkling water and connecting with people. Humour, swear words, and learning are just a few of my favorite things.

I have been a practicing BodyTalk Practitioner for over 7 years. Expanding my knowledge base and tool belt is a passion of mine. My experience becoming a parent shaped me as a Doula. Feeling respected, heard, and valued in my birth experience has laid the foundation for how I provide care in my many roles. Human Design is the cherry on top. Having a blueprint to living life with ease feels like knowing the secrets of the Universe.



## Business Overview

### BodyTalk:

BodyTalk is a holistic approach to healing, based on proven principles of energy medicine. The body is a complex ecosystem with a delicate balance between physiological biochemical functions, emotional and mental interactions, environmental influences, and hereditary and genetic restrictions.

### Full Spectrum Doula

A full spectrum doula is a non-medically trained community care worker who offers support to people during the full spectrum of pregnancy – from preconception, to birth, to abortion, to miscarriage, to adoption, to postpartum.

### Human Design

Human Design is a logical system that brings together principles of The I Ching, astrology, Kabbalah, Hindu-Brahmin chakra system, and quantum physics. Your Human Design Chart, also called a BodyGraph, is calculated using your birth date, time, and place, to reveal your genetic design.

