

## FireSpirit Actively Looking For Job Seekers

Since its launch in April of this year, FireSpirit staff have been busy building relationships with employers, Aboriginal and northern communities, job seekers, human resources partners and government. The company has refined its services and developed processes to deliver capacity building to Aboriginal communities, and recruiting services to employers. “We’re breaking new ground” says Dan Perron, FireSpirit’s CEO, “and we’re finding that it’s very easy to get people excited about the opportunities.”

FireSpirit finds itself in the middle of a very hot Manitoba job market, and an especially high demand for Aboriginal employees, around Winnipeg, and also in northern Manitoba. The company has steadily increased its efforts to build its “people” inventory, actively seeking and registering job seekers. They have also successfully sourced out job opportunities and employers looking to tap into Manitoba’s Aboriginal workforce. “The challenge is in getting started” according to Perron, who adds “the matching process is becoming easier, as our numbers of job seekers and job opportunities increase.” FireSpirit has been delivering basic job referral services from its first day of operations.

FireSpirit is also actively recruiting its own staff of capacity builders and recruiters. The company expects to begin delivery of capacity building services to some Aboriginal communities this fall, and increase the delivery of recruiting services. “Our people are critical to our success; we need to find and hire the best Aboriginal capacity builders in Manitoba” according to FireSpirit’s CEO. While a number of its staff will operate from Winnipeg initially, FireSpirit capacity builders will also operate from its head office at OCN. Later on, the company plans to open another office in the Thompson area. “It’s our plan to have FireSpirit capacity builders live and work in their own communities. We’ll have the technology to operate virtual teams” states Perron.

FireSpirit is a new joint venture company owned by Manitoba Keewatinowi Okimakanak, the organization representing Manitoba’s northern First Nations, and Protegra, a Winnipeg-based business and technology company. FireSpirit delivers human resources services to help Aboriginals and northern Manitobans find employment and help employers hire qualified employees.

