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MENTORING FOCUS

NAVIGATORS IN BUSINESS

Nau mai and Welcome to Mana Nation, INNOV8HQ's Foundation and Waka for Entrepreneurship and Leadership.

Our foundation is specifically designed to inspire and develop resilient and innovative founders and leaders in business and careers.

We invest our time working closely on understanding more about you. What defines you, where are you from, what motivates you and what challenges you in the pursuit of living with purpose and passion.

If any of these categories best describe you, you are exactly who we are looking for;

- i. Entrepreneurs who are wanting to develop and commercialise their innovations
- ii. Businesses who are high-impact, growth-orientated and technology focused
- iii. Rangatahi/Youth seeking pathways to entrepreneurship, employment and further education
- iv. Organisations exploring cultural significance and alignment in their business practice

We deliver these to you via two customised programmes by a team of wāhinepreneurs and industry leaders,

By boarding the INNOV8HQ Waka, you join our whakapapa of inspiring and highly conscious business owners and leaders.



OUR UNOPENED GIFTS

It takes courage to challenge ourselves, and after 20 years working with leaders and entrepreneurs around the world, we've identified 5 common barriers and entrepreneurial tips to reframing how we deal with these. It is about being conscious or aware of our self talk and belief systems, so we have a strategy to reposition these and take the next steps:

1. "I'm not smart enough" I struggle with reading, writing and maths. Our brains have multiple ways to learn and communicate. This is good news, as we use these differences to be more innovative in how we build solutions.
2. "Age" I'm too old or too young to start. Age is just a number, our minds are ageless and can and will be developed.
3. "What will other people think of me". Don't compare yourselves with others, embrace your uniqueness.
4. "I'm surrounded by negative or toxic people who constantly bring me down" You become the average of the 5 people you surround yourself with. Whose in your regular 5, if they are not supporting your journey, find people who will.
5. "Fear of failure". Embrace the challenge and consider it as your **F**irst, **A**tttempt **I**n **L**earning, and try again.

Here are 5 inspiring people who broke through their barriers to pursue their dreams and ambitions,

Hōne Heke - Ngāpuhi Chief

Dame Whina Cooper - Māori Leader

Richard Branson - Founder of Virgin Enterprises

Helen Clark - New Zealand's first elected female Prime Minister

Sir Edmund Hillary - Mountaineer and Explorer

To be a leader or entrepreneur you need to know yourself and embrace your differences. Knowing where you want to go is determined by who you believe yourself to be and commit to become. Find inspiration in a local hero whether it's whanau, friends or a community member as inspiration all starts close to home.

"Don't let anyone tell you that you can't do anything, because you can and you will" - Heidi Renata



MEET THE TEAM

THE WAHINE NAVIGATOR

Introducing Heidi Renata, the Co-Founder and Chief Energy Officer of INNOV8HQ and popular motivational speaker, whose career spans over 2 decades. Having spent 13 years at the forefront of technology in the ICT sector, she was recognised in 2015 as one of Vodafone New Zealand's top business leaders, and in 2016 co-founded INNOV8HQ, the first indigenous modelled co-working space in the world, with culture at the heart of its business model and leadership strategy.

Heidi's story is best described as a Culturally Curious Wahinepreneur. This was inspired by her life's journey of self discovery being a wahine from blended heritage, inherently living dual lives, not always comfortable in one or the other, but unconsciously searching for the authentic blend. From small town Aotearoa working for her family's business, to her rise within the corporate world, travelling the globe and being a business leader in a fast paced and competitive world, resilience coupled with integrity and grace was not only critical to survive, but to thrive,

Heidi recognised that having a deeper understanding and appreciation of our identity not only enriches us, but establishes stronger foundations and a greater sense of purpose for the people and businesses we want to be. This is the philosophy behind her teachings, programme design and delivery, representing over 25 years industry experience, which is now available to a global audience.

From launching INNOV8HQ in 2016, her ambition with her work welcomed over 20,000 visitors, housed 35 businesses, showcased 195 events and mentored over 350 startups. This was just the beginning of what was yet to come.

In 2020 INNOV8HQ evolved its business operations into two divisions, Mana-Vation which is the Management Consulting and Advisory arm and Mana Nation, a Foundation for Entrepreneurship and Leadership. The transition from being a co-working operator gave scalable opportunities to deliver strategies and insights for the new world of flexible workspaces and workforces around the world. This move also reinforced the expansion on the design and delivery of entrepreneurial and leadership programmes and is one of the first in New Zealand to provide bi-culturally centric framework.

INNOV8HQ provides expertise to businesses and community leaders around the world. Heidi's passion for indigenous business modelling and leadership strategies expands to guiding government initiatives and projects in Aotearoa, New Zealand.





OUR INDUSTRY PARTNERS

Sophie Te Huia and fellow wahinepreneur is Managing Director of Hiwa Consulting and Talent Network, founded in 2019.

She is a recognised leader in the Recruitment and Staffing sector having successfully run a local commercial recruitment firm for 6.5 years focussing on the energy and industrial automation sector.

In 2017 Sophie was awarded Consultant of the Year and is an active industry ambassador within the RCSA, she continues to be a trail blazer for wahine and māori in the recruitment sector.

Sophie is a passionate industry advocate that is focused on continually evolving with talent management and acquisition, Her energy and modern approach to leadership enables clients and consultants to reach their full potential.

When she's not deep in strategy sessions, you can catch Sophie walking her pug, seeking coffee, or travelling somewhere to find sunshine.

A fun fact about Sophie is that her first job was working for Sweet Limited learning how to craft candy; so she is in fact a qualified Candy Artist.

Sophie's expertise in recruitment is an asset to the vision for INNOV8HQ's programme, Mana Rangatahi, as she prepares current and future talent for the market.

MENTORING PROGRAMMES

MANA NATION



MANA NATION

Mana Nation (MR) is a foundation for Leadership and Entrepreneurship by Heidi Renata, Co-founder and CEO of INNOV8HQ based on frameworks adapted from Mātauranga Māori.

Mana Nation applies a journey of self discovery to uncover, recover talents and skills that may have been dismissed or lost during the course of a busy life. With the speed in which we have to operate in today's world, this programme has deliberately been designed for the curious and/or ambitious adult that wants to explore a deeper sense of purpose in their mahi, work - career, business and community.

The foundation element of the MN programmes is the Ko wai au? | Who am I? framework. This deep process enables participants to unlock their cultural identity, fears, innate ambitions and natural capabilities as they consider desired pathways.

The programme enables participants to identify and co-design their personal brand/identity, alongside contribution from their peers to pursue one of four pathways, including:

- Being your Own Boss - Entrepreneurship-self-employment
- Being Career ready - employment preparation/ job placement
- Being curious to learn more, up-skill - explores further education and training.
- Being a influential Community Leader and Ambassador

INNOV8HQ's network of Mana Nation has an ambition to become a national role model for leadership and entrepreneurial success outcomes, inspired by collaborative relationships and initiatives.

The programme is based over 80 hours of in person or online participation,

We begin the journey to design our future with "Ko wai au? | Who am I?". Ko wai au is based on acknowledging where we have come from, where we see ourselves today, reflecting and repurposing our past experiences to how we can design our own futures. If you are keen to learn more, please click [here](#) to register your interest.

KONAKI



KONAKI-STUDENT TEAMS

Konaki was launched in 2018 in partnership with Te Kura Pakihi, University of Otago Māori Business School that provides 'real world' application and experiences for Mātauranga Māori in business, for University students. In 2022, we are delighted to announce that it will officially be part of the new Bachelor of Entrepreneurship at the University of Otago.

Objectives of the Programme;

1. Deepen students' practical understanding of entrepreneurship and start-up business development;
2. Build Māori student leadership and resilience;-
3. Apply academic theory through project work to add value to a start-up businesses, in particular Māori start-ups;
4. Build team leadership, communication and networking experience;
6. Build a sustainable student entrepreneurship model
7. Build confidence and connection to Te Ao Māori through business.

The annual intake begins Semester One, (March), or at the beginning of Semester 2 (July). if you are interested in learning more about student options all expressions of interest can be made via the [Māori Business School](#).



KONAKI - STARTUPS

Since Konaki was launched in 2018, our students have helped accelerate the launch and growth of 12 māori startups all over Aotearoa.

Thomas Henry founder of Rā Design's was one of Konaki's first startup enterprises. His journey to follow his dream of 'being his own boss' with the creative freedom to open his own print business was a 6 week process. Our Konaki student teams were profile matched with Thomas to support him in building a robust financial plan and logistics for production and distribution and establishing a 'go to market' plan to support his launch. From inception to showcase his first product line producing revenue.

Thomas' is a highly talented designer with a flare for polynesian design. His vision represents his ambitions.

"Adding colour, light and energy to people's lives using my design, art and creative skills to customise stuff and produce a service"..

Startups can register their interest to participate in this programme via the [INNOV8HQ](#) website.



MENTORING PROGRAMMES - PROGRAMME
MANA RANGATAHI



MANA RANGATAHI FRAMEWORK

Mana Rangatahi is youth programme based on applying Mātauranga Māori, critical thinking and resilience based activities for the modern work environment for youth aged between 18-24 years. This whole person approach focuses on re-establishing life skills aligning these with career ambitions and related skill pathways.

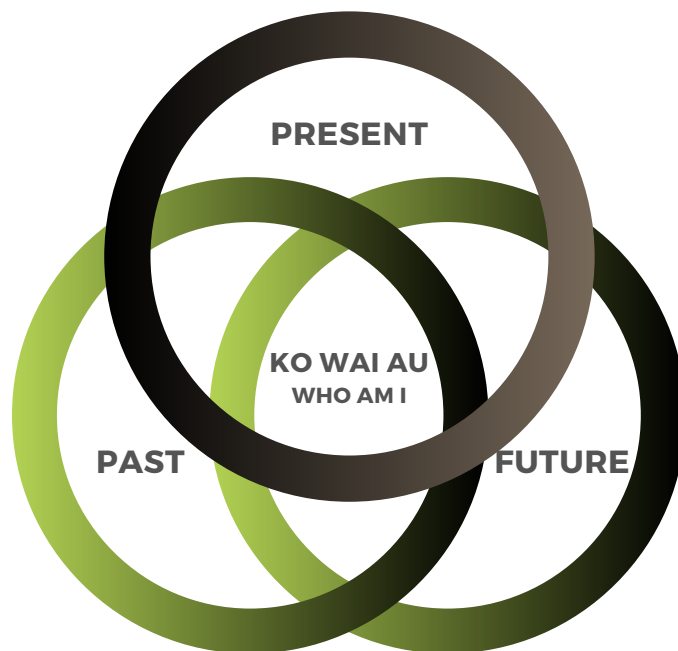
The foundation element of the Mana Rangatahi programme is the "Ko wai au? | Who am I?" framework. This deep process enables participants to unlock their cultural identity, fears, innate ambitions and natural capabilities as they consider future pathways.

Mana Rangatahi program modules enable participants to identify and align with one of three pathways, simultaneously developing skills and ambitions as tuakana/youth leaders, including;

1. Entrepreneurship/self-employment
2. Employment application job placement
3. Further training/education

Program facilitation is based on real world experiences, introducing and immersing the participants to real workplace/business experiences, community projects and initiatives with local leaders and experts. Leadership development is further enhanced on applying a tuakana/teina model (designed by youth for youth).

The course is based over 80 hours, which you can do either part time or full time, both online and in person. Register your interest [here](#) to learn more.



Pathways to leadership defined by honouring who we are, nature and nurture

RANGATAHI - HAVE STARTED THEIR OWN
BUSINESS

40%

RANGATAHI ARE SUCCESSFULLY
EMPLOYED

50%

STATISTICS FROM MANA RANGATAHI 12 WEEK
PILOT 2020, POST NZ LOCK DOWN

MENTORING PROGRAMMES - FAMILY, GROUP

MANA WHĀNAU



MANA WHĀNAU FRAMEWORK

Mana Whānau (MW) is a family team building programme inspired following the launch of Mana Rangatahi in January 2020 by Heidi Renata, Co-founder and CEO of INNOV8HQ based on frameworks adapted from Mātauranga Māori.

We know having a strong family connection reinforces and accelerates the success for our children and for us as the parents, guardians. MW applies a whole-whānau approach focusing on re-establishing a family bond, reinforcing their mission and vision for their families. The teams are introduced to critical thinking and resilience practice for the modern world of family using startup methodology, making it a dynamic way to heighten success.

The foundation element of the MW programme is the He whānau kotahi tātou | We are one Family, coupled with Ko wai au? | Who am I within the family,, enabling families to appreciate their strength as a collective, in addition to acknowledging their individual strengths.

This deep process enables groups to unlock their cultural identity, fears, innate ambitions and natural capabilities as they consider future pathways as a family unit.

The programme enables families to identify and co-design their personal brand/identity, alongside contribution from their family members to pursue any of four pathways, including:


- Being your Own Boss - Entrepreneurship-self-employment
- Being Career ready - employment preparation/ job placement
- Being curious to learn more, up-skill - explores further education and training.
- Being influential Community Leaders and Ambassador

We begin the journey to design our future with Ko wai tātou | Who are we?."

Ko wai tātou is based on acknowledging, who we are, where we have come from, where we see ourselves today, reflecting and repurposing our past experiences to how we can design our own futures.

The course is based over 100 hours which you can do either part time or full time, both online and in person as a group and is most effective if all team members are available..Register your interest here to learn more.



A scenic view of a coastal town, likely in New Zealand, seen from an elevated position. The foreground is dominated by lush green foliage and a large bush of vibrant pink and yellow flowers. Below the flowers, a dense forest of green trees covers a hillside. In the middle ground, a residential town with various colored roofs (blue, red, grey) and buildings is visible. The town extends to the edge of a bright blue ocean. A vibrant rainbow arches across the sky above the ocean, connecting the horizon on both sides. The sky is a clear, bright blue with a few wispy clouds.

Inā kei te mohio koe ko wai koe, I
anga mai koe I hea, kei te mohio
koe, kei te anga atu ki hea

If you know who you are and where
you are from, then you will know
where you are going



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