

# STRONGER THAN YOU THINK

Insights and learnings from building a community of creators, innovators and entrepreneurs in South Auckland.



## RELATIONSHIPS The Support System

**Resilience is in relationships.** Connecting together with authenticity, like-mindedness and reciprocity enables a support system that strengthens the individual, and the collective.

**Building takes time and intention.** Ensuring there is time to connect, to share knowledge and resources, and to help each other builds depth.

**Honour the brilliance in the room.** Draw it out and enable others to see what already exists. Then only bring in the outside experts that strengthen what is already present.

## PROCUREMENT Stepping Stones

**Procurement brings pains and pleasures.** Be gentle with each other and consider what the other party has to overcome in order to make social procurement work.

**Access to capital is important.** When you come from a base of zero capital it can be really hard to access what you need to get your foot in the door. It's not about handouts it's about giving stepping stones to a stronger position.

**Helping create opportunities does not equal ownership.** Being a benefactor can often come with never-ending expectations of gratitude, obedience and service. You do not own your beneficiary, encourage them to find their voice, their strength and their pathway.

## LEARN AS YOU GO Markers for Wayfinding

**Get started with what you have.** He kai kei aku ringa. We tend to spend too much time lamenting on what we don't have and planning for perfection, when both of those can stop us from moving forward.

**Open up, reflect and learn.** Don't be afraid to fail, it's part of the journey, instead learn to open up regularly and reflect on what has been learnt and gained on the journey so far. And then put those new tools to use.

**Draw a map, set your markers.** Mark your journey as you go, key moments or learnings or conditions that have enabled growth. As things get clearer put them down 'on paper' so others can join you or follow in your footsteps.

## PEOPLE FIRST Time for Growth

**Entrepreneurship is vulnerability.** It's a journey that we embark on that forces personal growth, it's important to accept each individual as they are and support them through this tumultuous but thrilling adventure.

**Learn to respond, not dictate.** There are far too many people willing to share their expertise with anyone who is in front of them. We need to listen and observe first, then offer a response that strengthens their position.

**Build structures for people not numbers.** Programmes are often designed like cookie cutters, able to copy and paste, again and again. People aren't like that, especially the creators, innovators and entrepreneurs. Structure experiences that enhance the people, not the spreadsheets.

## ENVIRONMENTS TO THRIVE Right Resources

**Systemic racism is real.** And so is Tall Poppy Syndrome. Inequality, generations of lack, skin tone, gender and discouragement are very real barriers that we face. Building courage, resilience, confidence and connections are important.

**Ideal conditions to thrive.** Every living thing has ideal conditions it needs in order to thrive. As Maori and Pasifika we need those conditions too, environments that make room for who we truly are, and how we like to connect and work.

**Pivoting is a vibe.** Being comfortable in innovation means navigating constant change, support those innovators to stay in that vibe by simply resourcing our time, tools and ideas.

**NgahereTalks**  
Kai a te Rangatira

The 5 Episode Podcast Series is available on all platforms, search Ngahere Talks



**TUKUA**  
Thriving Entrepreneurs

This resource was commissioned by  
Ākina Foundation for  
the **IMPACT**  
INITIATIVE