



Project Objectives

1. Assist Lakota Women Business (LWB) in developing its business objectives to promote economic development and housing security by constructing sustainable earthen-block homes and promoting traditional handmade craft production.
2. Provide LWB with actionable business tools including strategic plan, financial planning templates, strategy screen, staffing recommendations, fundraising database, and communications handbook.

Methodologies

1. Performed research on Rosebud Reservation in South Dakota, Lakota culture, and current economic situation to better engage with client about business operations and support business mission to provide sustainable housing and economic development in the Rosebud Reservation community.
2. Conducted in-depth interviews and workshops with client to document strategic vision and goals for the organization.
3. Tailored communications, talent, and financial growth suggestions to align with LWB goals and mission.

Main Findings

Key Barriers: Funding, implementation

Recommendations and Deliverables:

1. LWB should implement the strategic plan, including strategy screen and financial planning tools, to identify and decide upon growth opportunities.
2. In addition to leveraging government grants, LWB should seek funding from indigenous-owned or supported private funds.
3. LWB can use the communications plan to develop its brand and promote its activities regionally and nationally.

Next Steps for Lakota Women Business, LLC

Begin implementing strategic and communications initiatives identified to build out LWB, including developing a comprehensive, detailed Year 1 work plan with goals, milestones, activities, timelines, and accountabilities, documenting progress quarterly and adjusting work plan as needed, and engaging a grant writer, bookkeeper and accountant, and communications specialist.