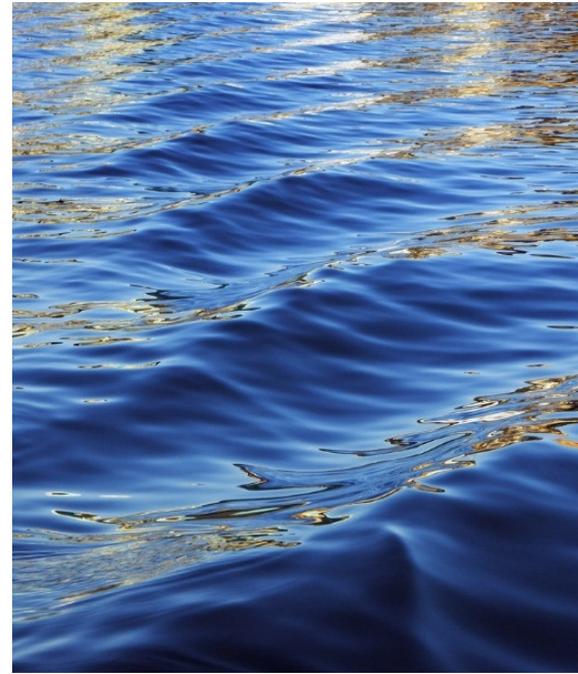




**Gaia Integrative Clinic**
A Division of 506703 NWT Ltd.
blending science and nature

Dr. Nicole Redvers, ND



Never thought I would be running a business!

Reconciling the 'Business Mind Set'

Traditional Business
vs
Social Enterprise

Traditional Business

Revenue focused operations being driven by the need to deliver
profit to shareholders and owners

Social Enterprise

Social enterprises are revenue-generating businesses with a twist. Whether operated by a non-profit organization *or by a for-profit company*, a social enterprise has two goals: to achieve social, cultural, community economic or environmental outcomes; and, to earn revenue. On the surface, many social enterprises look, feel, and even operate like traditional businesses. But looking more deeply, one discovers the defining characteristics of the social enterprise: mission is at the centre of business, with income generation playing an important supporting role.

Social enterprise applies an entrepreneurial approach to addressing social issues and creating positive community change.

(BC Centre For Social Enterprise)

“Let’s be honest. Companies have to make money. If you decide you want your company to be a social enterprise, however, the more money you make, the greater positive impact you can have in the world -that’s a powerful motivator”.

~Bruce Poon Tip, G Adventures



“Whatever you do, do it well. Do it so well that when people see you do it, they will want to come back and see you do it again, and they will want to bring others and show them how well you do what you do.”

~Walt Disney

Who we are and what we do:

Gaia Integrative Clinic is a full service wellness center offering primary care services combined with complimentary modalities in Yellowknife and surrounding areas.

- Current Service offerings include:
 - Physiotherapy –rehabilitation and return to work support
 - Chiropractic and orthotic fittings
 - Naturopathic Medicine & Acupuncture
 - Registered Massage Therapy
 - Therapeutic Counselling
 - Life Coaching
 - Childbirth Education & Birth Doula Services
 - Advanced Diagnostic Services and Onsite Dispensary

Key Focus Point in Operations

- Customer Service – Making outstanding service a priority from when the patient walks into the door to when they exit.
- If people are not satisfied, we look at this as a blessing in disguise as it allows us to grow and implement strategies and/or policies to ensure we are meeting the demand required and desired.

“Create a place where people just don’t come to work, but where they feel that they are contributing to something greater. Do that and their work, no matter what it is they do, becomes a calling.” ~Bruce Poon Tip

Identifying the Gaps and Then Filling Them

- Current lack of affordable rehabilitation and return to work services
- Current lack of support services geared towards those looking to compliment their traditional care -working with the system
- Current issues with the regulatory systems in place for allied healthcare providers in the NWT
- Currently no corporate wellness services formally offered in the north

~Priority to ensure the majority of the services at the clinic are covered by extended healthcare plans or employee assistant programs.

Two Words that equal Success

Efficiency & Simplicity

~Less is always more

Why is self-care so important to business growth?

- Self-care enables you to give from your joy rather than from obligation and duty.
- Self-care infuses you with energy. You are more creative and productive. Your senses sharpen. You open up to new insights and awareness that leads your small business into exciting horizons previously undetected.
- Through the strategy of self-care, your performance -- and the results you achieve -- is quite extraordinary.
- YOU are the most important person there is and without YOU, nothing else will be able to exist. So, if you really truly are intent on growing your business, the best small business growth strategy is to implement is extreme self-care.

~The Small Business Owners New Growth Strategy: Extreme SelfCare (Jackie Nagel, 2015)



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Thank You!

www.GaiaND.com

Appointments: 867-873-3669