



Council of Energy Resource Tribes

*Understanding, Collaboration,
and Partnership*

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Pre-Conference Workshop

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SOUTHERN CALIFORNIA
EDISON

An EDISON INTERNATIONAL Company

Is There A Difference?

- ◆ Corporate America Conducts Business Different Than Tribes
- ◆ Communication Styles
 - Who Speaks “first”, Listen and Respond, Timing
 - Eye Contact
- ◆ Honor Tribal Customs
 - Prayer before Meeting
 - Food
 - Cultural Activities
 - Traditional Funeral Services
 - California Indian Days
- ◆ Respect Is Essential
 - Notice Body Posture or Non Verbal Ques

Different Perspectives & Outcomes

◆ Industry

- Business Agenda
- Productivity & Efficiency
- Results Driven
- Company's Objectives
 - Corporate Citizen
- Drivers
 - Goals
 - Management Priorities
 - Profits/Budget
 - Competition
 - Trade Associations
 - Industry/Business Climate

◆ Tribal

- Tribal Members
- Consensus & Discussion
- Holistic Approach
- Society as a Whole
- Drivers
 - Membership Concerns
 - Federal Legislation
 - Tribal Programs
 - Protection of Sovereignty
 - Land/Environmental

Cultural Considerations

- ◆ International Analogy
 - Japan, Africa, Thailand
 - Understand Customs
 - Learn about the Government Structure
 - Each Nation State is Distinct and Unique
- ◆ Mutually Beneficial Outcomes
- ◆ Consultation with Tribes
- ◆ Tribal Leaders Have the World View of Themselves as Leaders of Nation States
- ◆ U.S. History Teaches Us About All Other Forms of Government Except Tribal Governments
- ◆ Establish a Broader Awareness and Understanding

Indian Country 101

- ◆ Sovereignty
 - Understand the Historical Context and Emotional Significance
 - Life blood for the future
 - Different for each tribe
- ◆ Respect
- ◆ Culture
 - Heritage, Customs, Spirituality
 - Land ,Veterans, Elders
 - Common Themes but Each Tribe is Unique
 - Leadership/Staff/Location/Financial/Approach

Developing Relationships

- ◆ First Understand Tribal Issues, Needs and Concerns
 - Take Time to Familiarize Yourself
 - Not “ME” or “What I Want to Achieve...”
 - The Outcome is to Build **Trust First**
- ◆ Don't Be Too Aggressive
 - Communicating the Company's Position
 - Big Brother Syndrome
 - Negative Initial Impression
- ◆ Dress Code
 - Overdressing (Know Your Customer and Audience)
- ◆ How Can We Work Together
 - Finding Common Ground

Tribal Business Goals

◆ Short Term

- Strategic Planning Session
- Tribal Leadership Critical
- Strengthen Technical Knowledge
- Plan Alternatives
- Identify Realistic Business Opportunities
- Understand Business Partners' Desires & Needs

◆ Long Term

- Focus on Integrated Approach
- Maintain Tribal Govt. Stability
- Educate & Train Tribal Members
- Hire Indian Professionals
- Maximize Natural Resources
- Evaluate Risk

Tribal Organizational Assessment

- ◆ Critical Review of Tribal/Business Capabilities
- ◆ Resource Assessment
- ◆ Define Mission
- ◆ Map Out--Objectives, Tasks & Outcomes
- ◆ Measure/Monitor Progress
- ◆ Realistic Milestones & Clear Deliverables
- ◆ Anticipate Road Blocks
- ◆ Flexibility/Alternative Paths
- ◆ Leadership Support
- ◆ SWOT

Doing Business with Tribes and Industry

- ◆ Breakdown the Barriers
- ◆ Understanding Your Business Partner and the Tribe
- ◆ Accepting Differences
- ◆ Find Win-Win Solutions/Agreements/Positions
- ◆ Improve Business Relationships
 - Cultural Understanding
 - Corporate Strategy Formation for Tribal Outreach
 - Understand Indian vs. Non-Indian Thought
 - Address Trust Issues
 - Openness and Clear Communication
 - Be Patient but Persistent

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