





# WTAL CANADA + THE FINANCE CAFÉ

## EMPOWERHER

A COMPREHENSIVE AND INTENSIVE CAPACITY BUILDING INITIATIVE  
TOWARDS IMPROVED GOVERNANCE, OPERATIONAL EXCELLENCE  
AND REVENUE MANAGEMENT FOR WOMEN.

*\*\*\*This initiative is funded by the Supporting Black Canadian Communities Initiative (SBCCI) and disbursed by Africa Centre\*\*\**





# EMPOWERHER

## BACKGROUND :

WTAL Canada invites you to a unique learning opportunity for women entrepreneurs – the Business Finance learning circle focused on building your business financial management skills, presented by The Finance Cafe.

## ABOUT THE ORGANIZERS :

**WTAL Canada** (WTAL) is a not-for-profit women's advocacy organization operating at the intersection of women's empowerment, community building, and social change. By providing a platform for women to share their stories, engage in meaningful dialogue, and influence policy, WTAL plays a critical role in shaping a more equitable future for women across Canada. Through diverse programs, impactful events, and an unwavering commitment to inclusivity, we not only empower women to succeed but also drive systemic change toward a more just and equitable society.

**The Finance Cafe** (TFC) is taking the mystery out of the numbers! The Finance Cafe was birthed because of a passion to advance women's entrepreneurship and the belief that it was time to build a financial literacy platform that addresses critical gender gaps and meets the unique needs of women entrepreneurs. TFC's mission is to empower women to reach their full potential as entrepreneurs by providing education initiatives that inspire, educate and encourage women to take control of their business finances.

## I N T R O D U C T I O N :

What if you could learn how to read the story of your business, one number at a time? What if business finance was less of a mystery? How would that change the connection you have to your business? How would it shape the decisions you make in your company and how you feel about them? How would that empower you to create a business - and a life that you love?

The Business Financial Learning Circle, you'll explore what's behind the numbers and how to build a company that meets your personal and business aspirations.

In this unique two-day in person learning circle, guided by Shannon Pestun, co-founder and co-creator of The Finance Cafe, you'll be welcomed into a space that supports social and emotional well-being. A place where learning is shared. A place of non-judgment. A place of curiosity. And a space to acquire new skills and apply new thinking to build the company you love.

## W H A T M A K E S T H E P R O G R A M U N I Q U E ?

Traditional financial literacy education often fails to consider the unique circumstances and systemic barriers that diverse women face, shaping their socio-economic realities. The Finance Cafe (TFC) believes that true financial literacy extends beyond technical skills—it must also address the structural challenges that impact financial well-being.

TFC connects financial education to economic self-determination and empowerment.

At the heart of The Finance Cafe is a learning experience designed to build financial confidence, capabilities, and a deeper connection to the businesses you create. The program not only focuses on technical financial skills—helping entrepreneurs understand their business story (where it's been, where it is, and where it's going)—but also explores personal financial beliefs, perceptions, and attitudes. This dual focus helps participants understand how their financial decisions influence the growth, success, and sustainability of their business.

Since access to capital remains one of the greatest challenges for women entrepreneurs, the program also addresses the impact of stereotypes and bias when raising capital. It provides practical strategies to improve success when pitching to lenders and investors.

After the two-day learning workshop, participants will receive unlimited access to all TFC's content and courses, enabling ongoing self-directed learning and continuous growth.



Photo (L-R): Dr. Chika Daniels (WTAL President) & Shannon Pestun (TFC Co-founder)

*As leaders who are committed to breaking barriers for women entrepreneurs, Dr. Chika Daniels and Shannon Pestun, through WTAL and The Finance Cafe respectively, share a vision where no woman entrepreneur is left behind.*

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## MEET YOUR FACILITATOR: **SHANNON PESTUN**

Shannon is an Indigenous financial empowerment instructor and facilitator whose vision is to accelerate an inclusive economy. A former business banker, Shannon has helped co-design, develop and deliver trauma-informed, and strength-based business and financial literacy education for diverse communities that focuses on economic inclusion and resilience, economic empowerment and prosperity and advances women's self-determination.

Shannon has created and delivered financial curriculum for Indigenous and non-Indigenous organizations, and she has presented at national conferences such as Women's Enterprise Organizations of Canada, Black Business Professionals Association, IndigenomicsSHE, Canadian Council for Indigenous Business and Forward Summit.

Shannon is the CEO of Pestun Consulting and Co-founder of The Finance Cafe. She also serves as a senior advisor to the Diversity Institute. Originally from the Métis

homeland in Treaty 1 territory, Shannon lives in Treaty 7 territory. She is a proud member of the Métis Nation of Alberta.

## WHAT TO EXPECT:

In this full two-day program, each session builds upon the previous one so that you can see how the numbers relate to each other, and how they come together to form your business story.

To further your experience, you'll be provided with tangible tools including templates, formulas, videos and quizzes to enhance the learning journey

## WHAT WILL YOU LEARN?

The two-day program covers topics including:

- How women are redefining entrepreneurship
- The role of lived experience and identity in entrepreneurship and financial decision making
- The influence our money mindset has on decision making
- The importance of aligning personal and entrepreneurial goals
- The role of financial statements and how they build a story
- The dynamics of profit and the different stories it tells
- The role of cash and keeping your business solvent
- How to prepare your business financially for the future
- The different ways to finance your business

## HOW MANY WOMEN WILL BE ACCEPTED INTO THE PROGRAM?

This exclusive program is open to a maximum of 25 women entrepreneurs per cohort. Book now to secure your place.

## WHAT LEVEL OF SKILL DO YOU NEED?

This workshop is best suited for women entrepreneurs whose businesses have been operating for at least one year so that you can apply the learning and concepts immediately into your businesses. The program is designed to help you understand the financial performance of your company in a new way. All you need is your financial statements and a commitment to learn. You do not need a background in accounting, finance, or be strong in math to succeed. You'll see why once we get going!

## WHAT IS THE TIME COMMITMENT?

The workshop runs over a period of two days. Participants are required to attend both days. See *program schedule* below.

## WHAT IS THE COST?

Thanks to WTAL, 90% of the cost is covered. This premium program, valued at \$1,000 through The Finance Cafe, is available to you for just \$100

## WHAT WOULD I COME AWAY WITH?

Every participant will receive a certificate of completion upon program completion.

## HOW DO I KNOW THAT I AM ELIGIBLE?

If you can answer in the affirmative to all the following, then you are eligible:

- Are you an entrepreneur and have been for at least one full fiscal year?
- Are you eager to develop technical skills and gain a deeper understanding of your business's financial health?
- Would you like to connect with fellow business owners and expand your network?

## HOW DO I ENROL?

All we require is your full name, business name and business age/maturity to [page@wtal.ca](mailto:page@wtal.ca) OR please complete the form in this link.

## WHAT DO I NEED TO BE SUCCESSFUL?

- A laptop preloaded with excel to work through the templates
- A calculator (this should likely be available on your laptop, but you could bring a separate device)
- Financial statements: Bring your latest accountant-prepared year-end financial statements. This allows you to apply the learning directly to your business (\*\*If you don't have financial statements, we have created financial statements that you can use throughout the learning journey.)
- A growth mindset and a commitment to learn and grow

## WHEN CAN I APPLY?

Applications are now open.

## HEAR WHAT PAST PARTICIPANTS ARE SAYING ABOUT THE COURSE

*"I strongly would recommend this course to every business owner! This course has given me tools and created an awareness that I didn't even know existed."*

*"I enjoyed deepening my financial literacy and financial empowerment. The timing was perfect because our year-end is Dec. 31 and I received our financials a couple of weeks back. So I had my financials in front of me while taking the modules and was able to apply the learning immediately. While I had a pretty good base knowledge of what you taught, you helped me take my knowledge so much further and deeper. I set up a conversation with my accountant to review our financials and showed up equipped with a number of questions. I felt more confident and more prepared than I've ever been."*

*"Have we equipped you with the right tools to build a successful business? I am more prepared from a financial perspective than ever before. Learning what you taught created even more confidence in me as I step into some big revenue goals this year. I really enjoyed the module on money blocks and got a lot of value from the resources from that module, especially."*

*"This course was truly a gift. Shauna and Shannon have great chemistry as co-facilitators! Their expertise is amplified by their ability to create a safe environment for inquiry, reflection, and deep learning (and unlearning). I feel better equipped to talk about finances and financial decision-making - and, importantly, encouraged to do so with less judgment of myself and others. I highly recommend this course and now count The Finance Cafe as a key resource in my entrepreneurial journey!"*

*"It was an incredible cohort to be a part of, and I cannot recommend this curriculum enough to any business owner who is committed to a deeper understanding of their own financial literacy when it comes to business finances. This course would make an AMAZING gift for all business owners in your life, just saying! 😊"*

*"The Finance Cafe really enhanced my financial knowledge, gave me a better understanding of my financial position, and helped guide me in developing my personal and business financial goals. Excellent program."*



## PROGRAM SCHEDULE

### Day 1 - Saturday, Mar 21, 2025

|                 |   |
|-----------------|---|
| <b>8:30 AM</b>  | Arrival and Continental Breakfast (Meeting Room)                      |
| <b>9:00 AM</b>  | Welcome, Land Acknowledgement and Introductions                       |
| <b>9:30 AM</b>  | The money mindset as your most powerful financial asset               |
| <b>10:45 AM</b> | Coffee/Tea Break (Meeting Room)                                       |
| <b>11:00 AM</b> | Financial Fundamentals: financial statements as decision making tools |
| <b>12:30 PM</b> | Lunch (Meeting Room)  |
| <b>1:30 PM</b>  | What is profit?   |
| <b>2:45 PM</b>  | BREAK - Check In  |
| <b>3:00 PM</b>  | Why Cash is queen: The role of cash in a business                     |
| <b>4:00 PM</b>  | End   |

### Day 2 - Saturday, Mar 28, 2025

|                 |  |
|-----------------|--|
| <b>8:30 AM</b>  | Breakfast (Meeting Room)   |
| <b>9:00 AM</b>  | Reflections from day 1 and what to expect from day 2   |
| <b>9:30 AM</b>  | Staying solvent: the importance of liquidity and solvency  |
| <b>10:30 AM</b> | Coffee Break (Meeting Room)  |
| <b>10:45 AM</b> | Creating your financial roadmap: building your company's future through goals, projections and budgets |
| <b>12:00 PM</b> | Lunch  |
| <b>1:00 PM</b>  | The financing landscape: learning the ins and outs of financing for your business                      |
| <b>2:00 PM</b>  | Final Thoughts/Q&A   |
| <b>2:30 PM</b>  | Networking time if desired   |