

# KALAWIKK

## Prioritizing equity in every aspect, including the pay scale for consulting



### The Organization

Kalawikk, the Mi'Kmaq word for diamond, is a company that is passionate about harnessing the untapped potential of diversity to drive business success. Led by owner and founder, Tera McDonald, the range of services aims to help organizations build more inclusive and diverse workplaces.



### The Need

As a founder-led consultancy, there was a need to prioritize relationships over profits, align business practices with Indigenous values, and reduce barriers to accessing consulting services for those with limited financial resources.



### The Solution

A sliding pay scale is utilized to charge clients based on their ability to pay. This is a way to honour Indigenous values of reciprocity and community service, and to make services accessible to a wider range of clients, including those with limited financial resources.



### In Their Own Words

“I think that, especially with a sliding scale model, you are building inside of the communities you choose to serve, which means that everyone improves, no one gets left behind. It's values-aligned. It's how you show up and community.”

## Key lesson(s) or best practice(s) shared

There is a need to shift away from dominant business practices based on ownership and securing one's piece of the pie towards creating responsible and inclusive practices that prioritize serving the community, especially those impacted by systemic inequalities.

## AT A GLANCE

### Type of organization

Sole proprietorship

### Social finance approach

A sliding pay scale for enterprising activity

### Sustainable development goal(s)



### Investment readiness stage

Social financial awareness



Business model/  
plan development

Organizational ability



Impact measurement and reporting

Network development

