



**A New Direction:  
Building a Sustainable and  
Competitive Yukon Economy**

## The Strategy Process

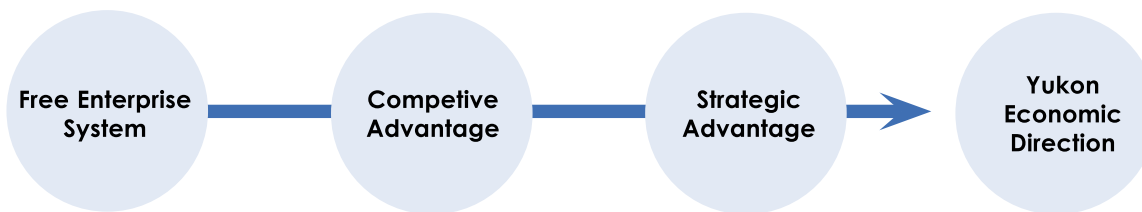
The Premier – and Minister of Economic Development – formally launched the process for developing a new economic direction on October 23. Representatives from 13 umbrella organizations formed a key stakeholders group and worked with the Department of Economic Development to develop the strategy during the winter of 2003/04. The list of organizations consulted, as well as the member organizations of the key stakeholders group, is shown in appendix two. We acknowledge their participation and contributions to this process.

In addition to roundtable session, the department met with nearly 100 representatives from 18 organizations

over a four-week period. These consultations took place in a one-on-one format in which the organizations met individually with a team of Economic Development staff lead by the Deputy Minister.

The one-on-one consultations were open and relatively unstructured. The organizations shared their visions, issues and suggestions for a new economic strategy openly and constructively. At each meeting, the department shared the following model, as a means to guide discussion towards developing sustainable competitive advantages within the Yukon Economic Direction.

### Developing an Economic Direction



**What is our competitive advantage?  
How do we make our competitive advantage our strategic advantage?  
What economic direction do we derive from this?**

Key to the consultations was the participation of the business community and the input of Yukon First Nations development corporations. A full-day roundtable attended by representatives of ten First Nation development corporations was insightful and has contributed greatly to this economic direction.

In developing the strategy, the department employed the consultative framework depicted below.

