



Bentwood

BENTWOOD SKATEBOARDS TEACHING NOTES

For educational use, here are a few probing topics for further discussion:

QUESTION 1

How do Bentwood Skateboards incorporate the Seven Laws and Teachings of its First Nation?

QUESTION 2

How have these principles helped Brenda and Jason stay true to themselves as their business grows?

QUESTION 3

How do the Indigenous teachings incorporated by Bentwood Skateboards in its business operations resonate with your own personal values and beliefs?

QUESTION 4

How can implementing a culturally informed management style impact a business's overall success and sustainability?

QUESTION 5

Outside of what is mentioned in the case study, how can a smaller business effectively differentiate itself in a market dominated by more established brands?