

11:11

What You Need to Know About Land Acknowledgments



What They Are, Why They're Important,
and How To Execute One

Information Gathered in Collaboration with Nikki La'es

What is a Land Acknowledgement?

Land Acknowledgements are executed as a way to honour and recognize the traditional lands of First Nations, Métis, and Inuit before the arrival of settlers to Turtle Island (now recognized as Canada).

Why are Land Acknowledgements Important?

Land Acknowledgements are of great importance because they are a necessary step towards reconciliation and recognizing the not-so-distant dark history of the lands we call home today and the part settlers played in the colonization of them.

Why are We Discussing Land Acknowledgements?

Over the past year, Land Acknowledgements have risen in popularity among businesses and organizations – a good thing! – but in some instances have become a formal “check box” and very much a part of meeting agendas, causing the impact, meaning and understanding behind them to lose their fervor. Our goal is to take a step back and refocus on the importance of Land Acknowledgements and the *WHY* behind them.

Here are four questions to ask yourself in order to check in and refocus before you participate in your next Land Acknowledgement:

Am I going to speak the truth?

The only way forward is recognizing our not-so-distant, dark history & current reality

Am I going to make people uncomfortable?

Remember, people can't learn hard things and recognize truth without being a little uncomfortable

Am I going to commit myself and call on others to take further action?

What do these commitments and actions look like?

Am I doing this to communicate the redistribution of wealth, power and land?

If the answer is no, check back in with yourself – it might be performative!

How to Create A Land Acknowledgement: A Step by Step Guide

1 Identify the territory or land that you are on

What Indigenous groups occupied the land before Settlers arrived? Is the land you're on "unceded" or stolen territory (chances are if you are in BC, Canada the answer is yes)?

Not sure what land you are on?
Head to [this resource](#) to find out!

2 Pinpoint your relation with the land

Are you a "Guest" of the land you are on? Are you on the land for work, visiting for a short trip, living on the land or generating an income and profit off of the land? You may want to include that you are a "Guest on the land" in your land acknowledgement depending on your answer!

3 Determine why you are doing this Land Acknowledgement

Why is this important for yourself or the group you are with to reflect upon? Is it relative to the subject of your meeting? If not, how does it connect or contribute to the way you or your group operate?

4 Create your Land Acknowledgement!

"I/We, [name or organization], would like to begin by acknowledging that we are [guests] on the traditional [and unceded/stolen] territory of the [group of territory] Peoples. I/We am/are acknowledging this today because [purpose behind Land Acknowledgement]."

Note: You can feel free to add whatever you need to the format above, but this is a great starting point! You can also ask your workplace to create a plaque to hang in your workplace as a constant & permanent reminder of the land you are on.

Closing Notes

A decade ago, Land Acknowledgements were a radical form of moving towards reconciliation and they can still be very powerful, but it can't stop there. Committing yourself & calling others to action is important to continue to change the society we live in and encourage others to learn new things or unlearn their previous ways of thinking.

Everyone is here to learn, grow and make mistakes. Do what your heart is telling you to do if you believe it is the right thing. Make people uncomfortable and help them understand the truth so we can move towards reconciliation.

We thank you for making space to learn about Land Acknowledgments.

The Eleven Eleven Difference

DIVERSITY, INCLUSION AND EQUITY

DI&E is an initiative close to our hearts and one we have entrenched our own hiring processes in. Our commitment here is that you can be rest assured we adhere and uphold equal opportunity employment standards to drive and impact your business.

MARKET INTELLIGENCE

We know the market. We pride ourselves on our research and tracking of data and metrics to maintain a strong understanding of the current market place and what it will take to land talent.

EMOTIONAL INTELLIGENCE

We are the only agency who's trained behavioural interviewing style screens for emotion fit, resilience, emotional intelligence and preserving your culture. This is our edge.

GLOBAL TEAM

We have a robust team of senior level and executive recruiters placed across North America, Europe and Australia expanding our deep global networks of top caliber talent. RESULTS Our high quality, expertly vetted candidates consistently produce bottom line results for our clients. Having spent the majority of our careers as internal recruiters, we understand the top priorities of the business and have built our firm on the pain points we experienced working with external agencies. Think of us as your internal, externals.

RESULTS

Our high quality, expertly vetted candidates consistently produce bottom line results for our clients. Having spent the majority of our careers as internal recruiters, we understand the top priorities of the business and have built our firm on the pain points we experienced working with external agencies. Think of us as your internal, externals

Interested in hearing how the Eleven Eleven Difference can catalyze your career or organization?

**Get in touch at
hello@elevenelevant.com.**

