




Māori Business Concepts – Te Kaupapa Pakihi

CONCEPTS AND DEFINITIONS

YOUR BUSINESS/ENTERPRISE

 Your notes

NGĀ PŪTAKE – ORIGINS/PURPOSE

All businesses have a reason for being. They are all offering a product or service for others in order to make a profit and/or generate individual or collective wellbeing or prosperity.

Māori businesses often focus on a combination of economic, social, environmental and cultural goals, as in Te Ao Māori all these concepts are seen as being intertwined and interconnected across people, place, and time.

NGĀ PŪTAKE – ORIGINS/PURPOSE

NGĀ TIKANGA – VALUES/PRACTICES

All businesses have a set of values that inform their identity (or brand) and that they use to guide how they operate.

Māori businesses often include concepts from within Te Ao Māori that determine what is important to them. These might include a commitment to manaakitanga (care for others); kotahitanga (being united); whanaungatanga (nurturing relationships); mahitahi (working collectively) etc.

NGĀ TIKANGA – VALUES/PRACTICES

KAITIKAITANGA – GUARDIANSHIP/PROTECTION

All businesses need to consider sustainability and the impact they are having.

Māori businesses often perceive sustainability as their responsibility to take care of assets for future generations. As kaitiaki, or guardians, a business or organisation might prioritise protecting and growing resources to ensure their mokopuna and whenua are prosperous and thrive into the future. They look beyond the present and the individual.

KAITIKAITANGA – GUARDIANSHIP/PROTECTION

RANGATIRATANGA – LEADERSHIP/INFLUENCE

All businesses have one or more people at the helm who shape direction and influence others involved.

Māori businesses often see this in relation to autonomy and self-determination. Strategy and planning is focussed on uplifting more than just an individual – it is often about honouring and building collective mana, long-term legacy in terms of kaupapa, and multi-generational prosperity for whānau, hapu and iwi.

RANGATIRATANGA – LEADERSHIP/INFLUENCE

Check out these links for more information:

www.seniorsecondary.tki.org.nz/Social-sciences/Business-studies/Maori-business

www.youtube.com/watch?v=h98pcOG2S4M&t=143s

www.sustainable.org.nz/sustainable-business-news/lessons-to-be-learnt-from-maori-business-values