

LISA ORGAN

FROZEN DREAMS - Whitehorse, Yukon



“It’s about people’s true potential,” Lisa Organ, owner of Frozen Dreams in Whitehorse, Yukon states. “Being in business is all about the people, and supporting your people so they can continue to learn and grow.” And Lisa would know this. She has worked in more than 30 different jobs, both full and part time. She is now making tasty treats out of a remodelled shed in her backyard, that she has converted into a licensed kitchen.

“I used to have two or three jobs at one time,” she laughs, “I’m pretty adaptable. I can easily handle changing priorities and urgencies, and I have a built-in ‘aim to please’ attitude. So when I would be working somewhere, and the management was not supportive, I recognized it pretty quickly and I learned that supporting your people is number one, being a leader instead of a boss.”

Lisa started Frozen Dreams in 2013, and chuckles when she tells the story. “It was my Dad’s 50th birthday,” she recalls, “and all he asked for was an ice cream cake. It took me four hours to make an ice cream cake, and then the top slid off the bottom,” she laughs. “But 13 cakes later, and many larger waistbands, I got it right.” From there, friends and family started asking if they could buy, or special order, her cakes. “And it kind of took off from there,” she recalls, “I decided to do this full time, and create a kitchen, out of a shed on my property. And, lo and

behold, Frozen Dreams came out of it. That was seven years ago.”

From a family of hard-working entrepreneurs, Lisa says, “My life has been up and down, in so many ways. But I became me, because of that.” Then she goes on to speak from the generational perspective, and about future leaders. “Even if I help one woman, who may help five more, and so on, it creates a chain, a chain of strength. When people see they are worth more than the situation they are in, they can achieve anything - and I just want to help that along, that kind of growth.” Then she says, excitedly, “You just have to take the risk. And when people ask what if you fail? So what?,” she laughs, “If you fail, you can always go back to what you used to do, and that’s easy because you’ve already been there, you know what you’re doing. Take the chance, take the step forward, because what’s the worst that could happen? It’s crazy how life works, once you let it flow. If we stay in places where we aren’t happy, that’s when life gets hard.”

“I wouldn’t be here today without dāna Nāye Ventures,” she claims. “It’s the fear, you know, that holds you back, not knowing if what you have available is going to be liked by everybody. Without their support and coaching, I would not have been able to get through the fear. Without the financial support,

I would not be able to have the kitchen.” She speaks excitedly about her relationship with the organization, “Donna Moore is my idol,” she laughs, “she takes time for me, gives me all kinds of advice. It’s just the way she speaks to you. She uplifts your soul, and she was one of the first people to say to me that I had a great idea, that I could accomplish this.”

Through professional and personal hurdles, Lisa continues to take the chances. “We can hold resentment or we can honour the fact that we have learned from it, or that it has changed us. People ask, how did you do that? Well, you just do,” she declares. “There’s no magical way. Just do what makes you feel good, then it becomes easy.”



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