



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Preparing the workforce of the future

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Preparing the workforce of the future
Transformation of the world of work creates new needs for employers and employees

WORK-LIFE BALANCE SURPASSES SALARY AS TOP MOTIVATOR FOR CANADIAN WORKERS
Employees responding to shifting employee priorities and values

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Preparing the workforce for the future is a crucial task that requires innovation, creativity, and continued education. As the world changes rapidly, Canadians must be ready to adapt and acquire future-proof skills and competencies. This special feature will explore how promote lifelong learning, and upskill and reskill in a changing work environment to continue to educate the workforce of the future to meet community needs and HR priorities in the workplace.

- Proposed topic highlights:**
- TRENDS** – Future-proof skills and HR competencies, and how to acquire them.
 - INNOVATION** – New approaches to learning and work.
 - LEARNING MODELS** – From customized educational content to flexible course delivery.
 - CREATIVITY & EDUCATION** – How to foster an innovative and entrepreneurial mindset.
 - FUTURE-READY** – Enabling success for Canadians in a changing work environment.
 - CONTINUED EDUCATION** – Promoting lifelong learning as well as upskilling and reskilling.

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Print/Digital Weekly Readers – 6,063,000
Print Weekly Readers – 2,592,000 | Digital Weekly Readers – 4,645,000

Source: Vividata SCC Fall 2023, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
March 13	April 17	April 25	March 13
April 12	May 17	May 24	April 12