



2025 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Preparing the workforce of the future

Building skills, innovation, and resilience in Canada’s workforce

**INTEGRATED CONTENT FEATURES:** Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

Click on the report below to see a similar past feature



Canada’s workforce is undergoing significant changes, requiring innovative approaches to skills development, technological integration, and collaboration between education and industry to stay competitive in the global economy. This special feature will highlight the critical initiatives, partnerships, and strategies shaping the future of work, with a focus on fostering talent and innovation for long-term success.

**Proposed topic highlights:**

- Adapting to Change:** How Canadian businesses are embracing emerging technologies, upskilling programs, and workforce strategies to remain competitive.
- Collaboration:** Showcasing innovative collaborations between post-secondary institutions and leading employers.
- Diversity and Inclusion:** Examining how organizations are driving equitable opportunities and empowering diverse talent to lead the future workforce.
- Technology:** Exploring the integration of AI, automation, and digital tools in creating smarter and more adaptable workplaces.
- Future Skills:** Highlighting the importance of continuous learning to build resilience in an evolving job market.

**GET INVOLVED TODAY. CONTACT:**

**RICHARD DEACON, Project Manager** T: 1.604.631.6636 E: [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

Content produced by Randall Anthony Communications, a Globe-approved provider



*The Globe and Mail is the #1 newspaper brand in Canada*

*Reaching more senior executives, business owners and professionals*

*Reaching more High-Net-Worth Investors with over \$500K in assets.*

Print/Digital Weekly Readers – **5,958,000**  
Print Weekly Readers – **2,477,000** | Digital Weekly Readers – **4,722,000**

Source: Vividata SCC Spring 2024, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
January 6	February 7	February 14	January 6
February 14	March 21	March 28	February 14
April 18	May 30	June 6	April 18
September 5	October 17	October 24	September 5