



2025 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# HR Strategies for a Thriving Workforce

Building Stronger, Healthier, and More Engaged Teams

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As the modern workplace continues to evolve, HR professionals are playing a critical role in shaping policies that prioritize employee well-being, engagement, and retention. From mental health support to talent development and benefits optimization, HR leaders are at the forefront of building a positive and productive workplace culture. This special feature will explore the latest trends, strategies, and innovations transforming HR, helping organizations create environments where employees can thrive.

**Proposed topic highlights:**

- HR Tech and Innovation:** The latest tools and technologies streamlining HR operations and enhancing workforce management.
- Leadership Development:** How HR is shaping the next generation of workplace leaders through coaching and career growth programs.
- Retention and Engagement:** Strategies to attract, retain, and motivate top talent in a competitive market.
- Future Skills:** Highlighting the importance of continuous learning to build resilience in an evolving job market
- Adapting to Change:** How Canadian businesses are embracing emerging technologies, up-skilling programs, and workforce strategies to remain competitive.
- Mental Health in HR:** How HR teams are driving mental health initiatives to support employee well-being.
- Flexible Work Strategies:** Adapting policies to support remote, hybrid, and in-office work models.

**GET INVOLVED TODAY. CONTACT:**

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- 48%** More likely to be from high-income (\$200K+) households with children under 18.
- 44%** More likely to be highly educated (3.4M have a university degree or higher).
- 31%** More likely to have donated to educational organizations.

Print/Digital Weekly Readers – **5,286,000**  
 Print Weekly Readers – **2,417,000** | Digital Weekly Readers – **3,636,000**  
 Source: Vividata SCC Fall, 2024, National, Adults 18+

Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
March 17	April 21	April 28
April 2	May 14	May 21
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September 10	October 22	October 29
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