

Impact Report 2026

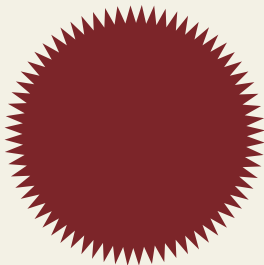
learn, grow and fail
forward.



SHIFT
→ Canada



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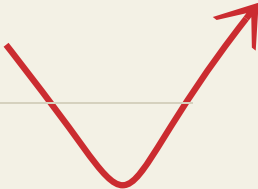
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Galvanize a new generation of young Canadians to greater productivity by inspiring them to be **bold**, innovative, and ambitious — to take risks, try new ideas, and dare.

A Year of Listening and Building



Three years ago, Shift Canada set out to do something simple and radical at the same time: convince a country that failure isn't something to be ashamed of — it's something to learn from. This year, that idea reached more Canadians than ever before.

In 2025/26, we doubled our reach. More than 330,000 students across every province and territory experienced the Shift Failure program this year alone, bringing our cumulative total to over 600,000 young Canadians since we launched.

This year we didn't just grow. We got better. We refreshed our curriculum with new perspectives and content developed hand-in-hand with our educator community. We welcomed Reel Genius as a new partner, giving teachers a cinematic and compelling new way to spark conversations about resilience and growth. And we listened closely to the teachers on the ground, incorporating their feedback to make the program sharper, more relevant, and more impactful for students at every stage.

We also took our mission beyond the classroom in a significant way. In early 2026, we launched the Shift Canada Bold Ambition Index — a first-of-its-kind national benchmark survey developed with Nanos Research measuring how Canadians feel about boldness, risk-taking, and entrepreneurial thinking. The findings landed with force: Canadians believe bold ambition is essential to our sovereignty, yet our entrepreneurial environment remains weak. It is the gap Shift Canada exists to close, and it sparked national conversation across The Globe and Mail, The Logic, CTV National, BNN, and CP24.

We are delivering on what we set out to do. Build a culture that celebrates courage, normalizes failure, and equips young Canadians to think boldly and act ambitiously.

AJ Tibando

Chief Executive Officer,
Shift Canada

The future doesn't just happen, it's built. I am proud of what we built this year, and grateful to everyone who built it with us.



Board of Directors



Richard Abboud

Shift Canada Founding Board Chair,
President & CEO, Forum Asset Management



Mitch Frazer

Co-Founder of Shift Canada and
Managing Partner of Mintz LLP



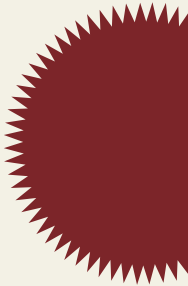
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Author, Advisor and Board Member



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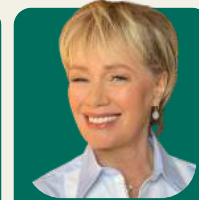
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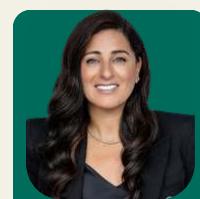
Jeremy Thompson

Partner,
Penfund Management



Tony Valle

Managing Partner, Clear Summit Group/CEG,
College Pro and Qualico



Rola Dagher

Former Global Channel Chief,
Cell Technologies

Shift Canada Entrepreneurs



Andrew Graham

Co-founder & CEO,
Borrowell



Candice Faktor

Co-founder & Co-CEO,
Disco & keynote speaker



Wes Hall

Executive Chairman and Founder,
WeShall Investments



Hanif Joshaghani

Co-Founder & CEO,
Symend



Ron Lovett

Entrepreneur, Author, Keynote Speaker



Rajen Ruparell

Chairman & Founder,
Endy



You Told Us. We Built It.

01

SHIFT
→ Canada

A new national initiative

The Shift Canada Bold Ambition Index, developed with Nanos Research, launched in early 2026 to measure Canadian attitudes toward boldness, risk-taking, and entrepreneurial thinking.

02

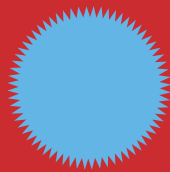
Refreshed curriculum



New content woven into all five lessons plans across both grade bands, providing new scenarios, perspectives and materials across the program.

03

New Partnerships



This year we began laying the groundwork for new strategic partnerships to expand our reach and impact into new regions and markets.

04

Feedback-driven changes



This year's updates respond directly to what educators told us in last year's survey – see Looking Ahead for what comes next.

The SHIFT Canada Bold Ambition Index

The Bold Ambition Index is a cutting-edge, first-of-its-kind national benchmark survey measuring Canadian attitudes toward boldness, risk-taking, and entrepreneurial thinking.

Launched at a moment of real urgency, given today's shifting economic and geopolitical climate, the Index is designed to drive national public engagement around Canadian ambition — and the connection between a risk-taking culture, thriving economic growth, and long-term sovereignty.

81%

believe our ability to act with boldness and ambition at home is linked to our long-term sovereignty

41%

say it's more true now than last year that bold thinking and risk-taking are core parts of Canadian identity

30%

of young people want to pursue ambitious goals even if the outcome is uncertain — up on last year

Research Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,009 Canadians, 18 years of age or older, between January 31st and February 4th, 2026 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

National Media Coverage



The Globe and Mail

The Logic

CTV National

BNN

CP24

Failure is a Brilliant Teacher.

Shift Failure is a bold, experiential education program for youth—one that equips students with skills like perseverance, grit, resilience, and determination, all through the lens of failure.

Through five dynamic, project-based lessons for grades 5–12, students are empowered to see failure not as something shameful, but as something welcomed, valued, and worth celebrating.

This year, all five lessons were refreshed with new Indigenous perspectives and diverse content, developed with input from our educators and curriculum developers, plus new callouts on cultural approaches to resilience, Indigenous innovation, and the difference between personal and systemic failure.



Watch Here



Virtual Classrooms

Events designed for youth aged 10–17, connecting teachers, families, and students with peers around the world to learn from each other and be inspired to take action.

Professional Development

Virtual workshops that allow educators to hear from subject matter experts, learn about new curriculum, hear about exciting opportunities, and take part in a dialogue on relevant topics in education.



Watch Here



The Five Lessons

01

Growth vs. Fixed Mindset

Students reflect on failure and how to grow from it.

New this year – a Cultural Perspectives on Growth and Learning callout exploring Indigenous relational learning, Ubuntu philosophy, and East and South Asian traditions of resilience.

02

Successful People Who Have Failed

Students explore famous personalities whose failures led to success.

New this year – expanded Canadian Connections featuring Waneek Horn-Miller, Cindy Blackstock, Mary Two-Axe Earley, and Autumn Peltier, plus a new Individual and Collective Resilience callout.

03

Failure to Innovation

Students and teachers build an environment that embraces failure in the design process.

New this year – Indigenous Innovation: Thousands of Years of Failing Forward, covering Three Sisters agriculture, Inuit kayak design, and the Haudenosaunee Confederacy's Great Law of Peace.

04

Fail Forward Challenge

Hands-on practice identifying a challenge, building a solution, and reflecting on what worked and what didn't.

New this year – a Community and Culture Challenge option for grades 9–12.

05

The Power of Reflection

Students explore the value of reflecting on both failure and success.

New this year – a Two Kinds of Failure callout distinguishing personal failure from systemic failure.



Aligned to Standards, Coast to Coast

These learning standards are general rather than content-based, so they apply to students across Canada. Each grade's standards are categorized by subject and competency – now spanning eight subject areas following the 2026 update – enabling educators to connect learning outcomes and evaluate learning against provincial standards.

Grade 5

Language Arts • Social Studies • Science • Applied Design, Skills, and Technologies • First Peoples Principles of Learning • Physical and Health Education • Arts Education • Career Education

Grade 6

Language Arts • Social Studies • Science • Applied Design, Skills, and Technologies • First Peoples Principles of Learning • Physical and Health Education • Arts Education • Career Education

Grade 7

Language Arts • Social Studies • Science and Technology • Applied Design, Skills, and Technologies • First Peoples Principles of Learning • Physical and Health Education • Career Education

Grade 8

Language Arts • Social Studies • Science and Technology • Applied Design, Skills, and Technologies • First Peoples Principles of Learning • Physical and Health Education • Arts Education • Career Education

Grade 9

English and Language Arts • Social Studies • Science • Applied Design, Skills, and Technologies • First Peoples Principles of Learning • Physical and Health Education • Arts Education • Career Education

Grade 10

English • Creative Writing • Social Studies • Science • Applied Design, Skills, and Technologies • First Peoples Principles of Learning • Physical and Health Education • Career-Life Education 10

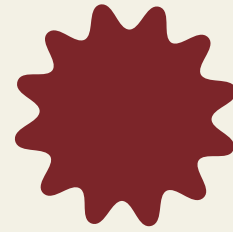
Grade 11

English • Science for Citizens • Social Studies and Humanities • First Peoples Principles of Learning

Grade 12

English • Creative Writing • Social Studies and Humanities • First Peoples Principles of Learning

Research Methodology



This process is led by our impact reporting lead – a former Vice-President and Director in the market research, strategy and insights field, with decades of experience working with RBC, Intuit, McCann and more.

They bring vast experience in developing the question cadence, format and process to achieve the data required with integrity and rigour. A collaborative, results-driven problem solver, our expert identifies and pinpoints specific key insights used to validate, improve and enhance program outcomes. The process is additionally supported by seasoned evaluation specialists with expertise in data-driven outcomes, impact reporting and educational frameworks.

The data is collected from an online survey conducted at the end of each academic year, between May and June. This survey serves as an important program checkpoint, providing educators and group leaders an opportunity to reflect on their groups' accomplishments and to offer our team critical insights for program growth and development.

To ensure the data collected is both comprehensive and reliable, our expert has developed a process to select a statistically significant sample size, ensuring representation across different demographics and regions. We also collaborated with a third-party organization to oversee the survey process, ensuring impartiality and accuracy in data collection and analysis.

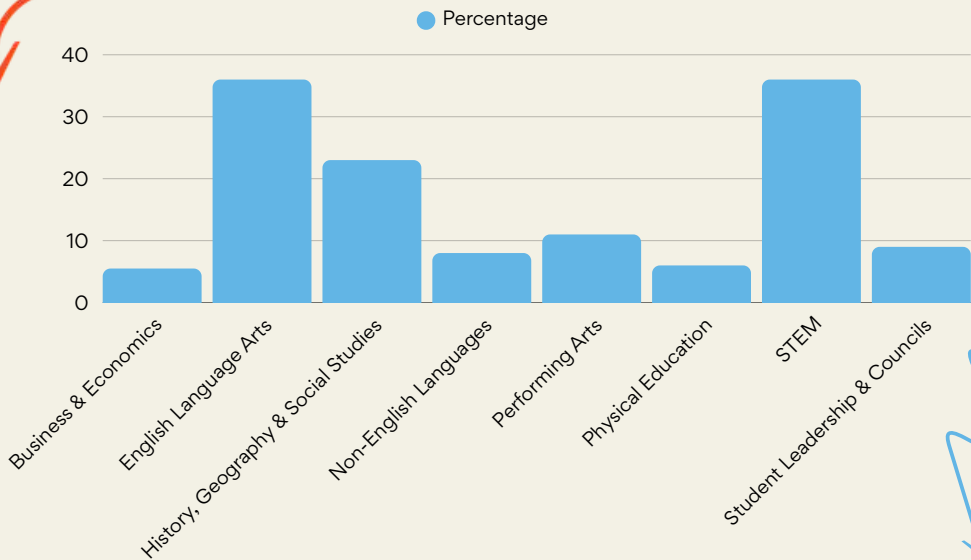
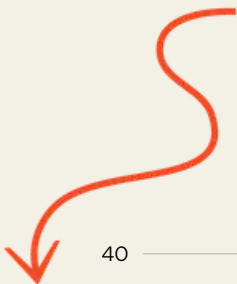
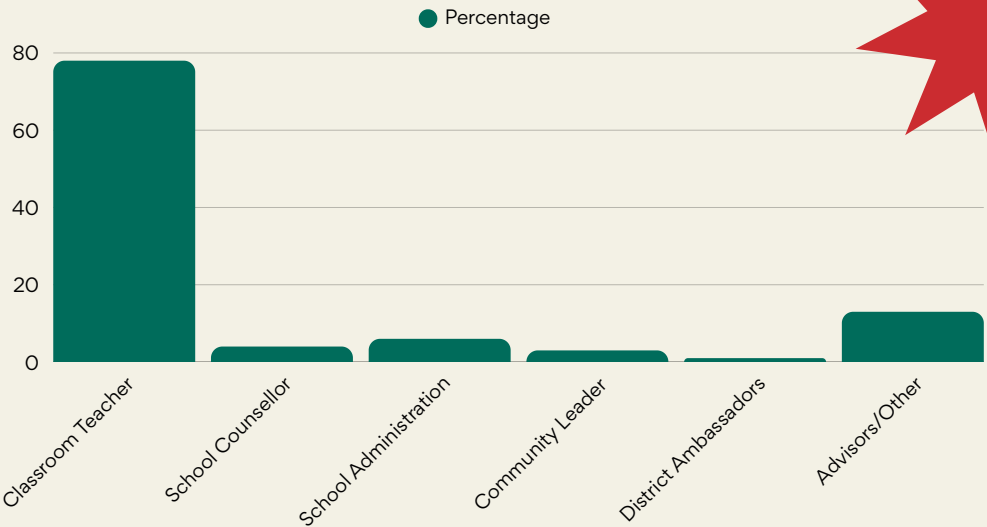
As with all other data collection we undertake, the Year in Review survey is meticulously designed to measure programming outcomes and track real-world impact. This approach enhances the credibility of the data and provides actionable insights that drive continuous improvement in our programs.



Educator Breakdown



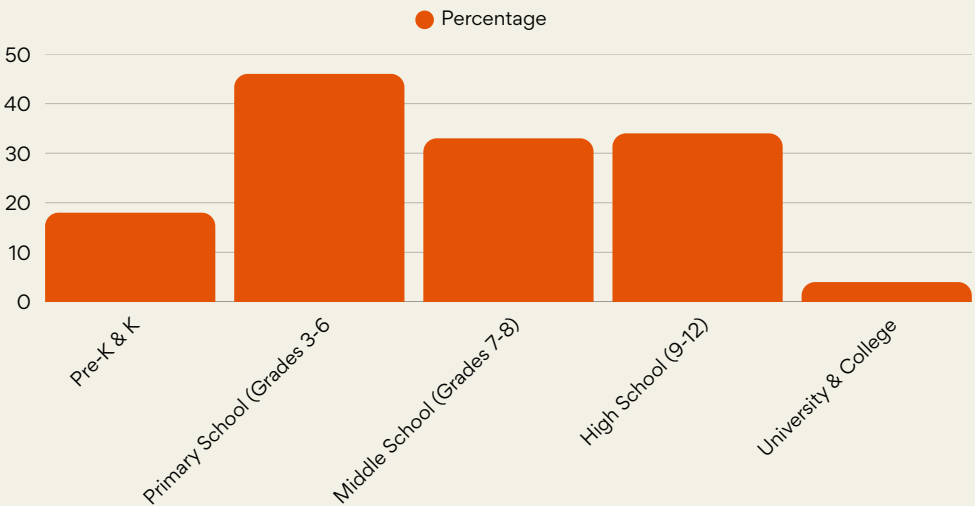
Our network is comprised of educators, support staff, ambassadors, administrators, leaders in education, counsellors and educational advisors.



Our network of educators specializes in a variety of subject areas, which supports the belief that Shift Failure bridges a wide net of relatable and transferable topics.



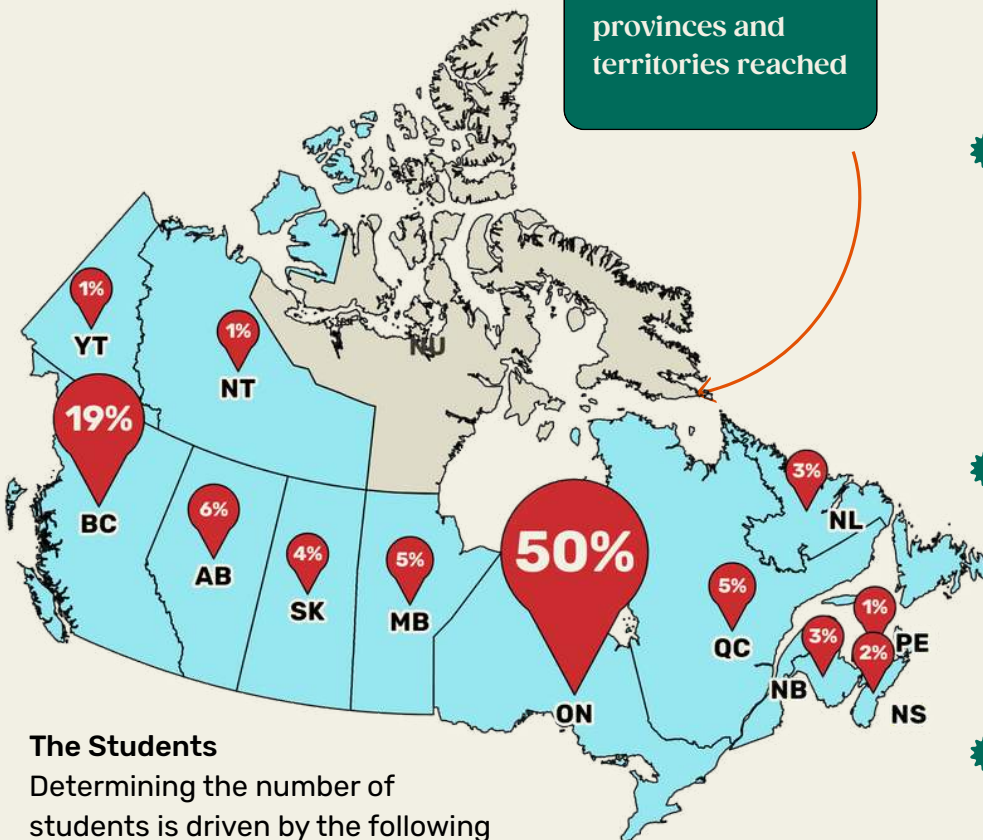
Our network of educators, ambassadors and advisors teach within the full education system - from Pre-K through Post-secondary, the Shift Failure network is robust and experienced.



*This survey question allows multiple selections, as many educators teach across more than one grade band. As a result, totals exceed 100%.

Reach across Canada

10 + 2
provinces and
territories reached



The Students

Determining the number of students is driven by the following established criteria:

- Based on our surveying we are aware of an average of 32 students involved in Shift Failure as reported per teacher/group leader (based on the context of their involvement).

The Classrooms

Determining the number of classrooms is driven by the following established criteria:

- Teachers who have registered for and attended a virtual program dedicated to Shift Failure (including professional development, global classroom etc.),
- Teachers who have attended a live or custom program on Shift Failure (including training session, onboarding etc.),
- Teachers who have specifically downloaded the Shift Failure resources for use in their classroom,
- Teachers who are formal program ambassadors for Shift Failure.

32

Average number of
students per classroom

10,518

Classrooms reached
across Canada

336,000+

Students in classrooms
learning about Shift Failure

Program Engagement

Real momentum

Educator interest, program participation, and survey results all point the same way.

Through insightful identification of relevant themes, impressive program participation, extensive reach, and overwhelmingly positive survey results, it is clear that Shift Failure possesses immense potential for further expansion and enhancement.

91%

of Educators would recommend Shift Failure to a colleague or peer

92%

of educators are interested in further tools and strategies to help students reframe failure and build innovation

86%

of educators plan to continue using Shift Failure in future lesson cycles or advisory sessions



What Educators Told Us

Out of the classrooms using Shift Failure resources, we are seeing:

- Shift Failure taught by classroom teachers, coaches, and more.
- Shift Failure being used across multiple subject matters, the top being Science, Technology, Engineering, and Mathematics (STEM) and English.
- We are seeing usage across 10 provinces and 2 territories.



97%

say teaching about failure, reflection, and mindset brought significant value to their classroom.



84%

say Shift Failure content directly shaped how their students learn

86%

plan to incorporate Shift Failure content again next school year

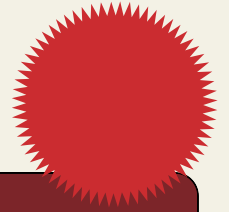
91%

would recommend the program to a colleague or peer

73%

report their school serves students from lower socio-economic backgrounds

In Educators' Words



"My students are starting to see failure as information, not a verdict. They come out of it saying 'okay, so that didn't work, what will?' instead of just feeling defeated."

Daniel • Educator • New Brunswick

"The biggest change I've seen isn't in their grades, it's in how quickly they bounce back after something doesn't go their way."

Christina • Educator • Alberta

"There's a real gap in how we teach kids to handle failure, and Shift Failure is one of the only programs I've seen actually step into it."

Renee • Educator • Ontario

"Bringing in well-known figures gives students a bigger picture. It's not just their own small failure anymore, it's part of a much larger story of how success actually happens."

Nataliya • Educator • Ontario

"Shift Failure feels less like an add-on resource and more like a direct response to a real need we're seeing in young people today."

Chantal • Educator • British Columbia

"The students who struggle most with resilience aren't the ones who fail the most, they're the ones who've never been given permission to fail. This program gives them that permission."

Amber • Educator • Newfoundland & Labrador

What **Changed** for Students

**96%**

of students can describe the difference between a growth mindset and a fixed mindset and explain how this influences their learning behaviors and decision-making.

96%

Students reported increased confidence in taking creative risks and pursuing innovative ideas in both academic and personal contexts.

93%

of students understood that failure is often a catalyst for success in disciplines like English Language Arts, Social Sciences, and STEM, and can identify real-world examples of innovation emerging from setbacks.

93%

of students felt better equipped to design, test, and improve project-based learning tasks that embrace iteration, feedback, and the lessons learned from failure.

91%

of students demonstrated the ability to reflect on their learning process, evaluate the role of failure within it, and recognize how this contributes to long-term personal and academic growth.



In **Students'** Words



"Shift Failure taught me that just showing up counts. I was the only kid in my robotics class with no experience, and it would've been easy to quit. But the program helped me reframe that: I told myself I was still in the room, still trying, still learning."

Tristin • Student • Ontario

"This program gave me more confidence to step out of my comfort zone. I wrote an essay about what it felt like to be uncomfortable and to live without borders — exploring something I'd always been interested in, but too nervous to dig into before."

Baukje • Student • Ontario

"It helped me understand that other people think differently than I do. I never really understood failure before, but this helped me see how deeply other people feel it, and that helped me empathize with them."

Liam • Student • Manitoba

"Before this program, if a class looked too hard, I'd find a way out of it. Now I know struggling in a hard class doesn't mean I don't belong, it means I'm being challenged. I don't scare as easily anymore."

Simone • Student • Alberta

"I used to think failing meant something was wrong with me. Now I know it just means I tried something and it didn't work out this time, and that is okay."

Nathan • Student • Nova Scotia

This is the time to **SHIFT**

Entrepreneurial case studies

01

Profile Canadians who have started their own business – their career roadmap, and the failures that contributed to their successes. This is an opportunity to deepen student connection with real Canadians and resilience stories.

Expand SHIFT Failure into Post- Secondary

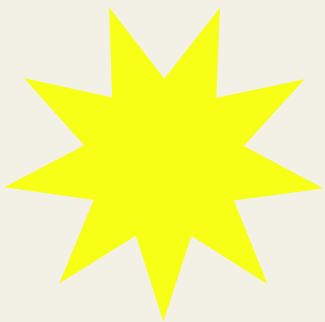
02

Adapt the Shift Failure curriculum to deliver workshops to students in entrepreneurship and through career services.

Grow the Bold Ambition Index's public reach

03

Build on this year's success by expanding the survey to gain insight on the public's expectations for business and political leadership.



The moment is now.





Merci. Thank you.

To bring Shift Failure into your classroom, or to partner with us on what comes next, get in touch.

CONTACT

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WEBSITE

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