

Impact Report

2025



SHIFT
→ Canada

Prepared by
LEGACY+



Welcome,

At Shift Canada, we are driven by a vision for an innovative and thriving Canada, now and for future generations. We are united by a belief that unleashing Canada's entrepreneurial spirit is vital to the future of the country.

Central to unleashing this spirit is a willingness to think big, act boldly and take risks – even if it means you might at first fail.

We know that failure is a foundation of how we learn, grow, and succeed. It teaches perseverance, grit, resilience and determination. Examples abound of failure leading to outstanding, even historic breakthrough successes.

That's why embracing failure is a foundational element of Shift Canada's mandate. We want to ignite a new Canadian culture of entrepreneurial courage to unlock a spirit of innovation, ambition and risk-taking.

We're proud to share our accomplishments over the past year through this report and excited by the fact that we're just getting started.

The future doesn't just happen – it's built. Together, we can unleash a culture that celebrates creativity and resilience, rewards risk and inspires action in generations to come.

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CEO, Shift Canada



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Shift Canada Entrepreneurs



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Borrowell



Candice Faktor
Co-founder & Co-CEO,
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Hanif Joshaghani
Co-Founder & CEO,
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Ron Lovett
Entrepreneur, Author, Keynote Speaker



Rajen Ruparell
Chairman & Founder,
Endy

Our Goal



Galvanize a new generation of young Canadians to greater productivity by inspiring them to be **b**ld, inn**v**ative and ambi**t**us, to **take risks, try new ideas and dare.**



Watch the Video

WELCOME TO A NEW M**OVEMENT** TO
CULTIVATE A BOLD & THRIVING CANADA

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Introducing,

SHIFT failure

“My students are proud to say, ‘I failed, and I learned.’ That shift in language has changed everything. We’ve created a classroom environment that accepts failure and embraces a growth mindset”

-Leigh, Educator

Shift Failure is a bold, experiential education program for youth. Failure is a brilliant teacher that can equip students with critical skills such as perseverance, grit, resilience and determination through the lens of failure.

Through five dynamic project-based lessons for grades 5-12, students are empowered through first-hand experience to view failure not as shameful but as welcomed, valued, and celebrated.

Students will explore a growth versus fixed mindset, be inspired by stories of failure from celebrated Canadians, discover how to move from failure to innovation, tackle a problem-based challenge and reflect on what they’ve learned along the way.

Designed to allow their entrepreneurial spirit to flourish, Shift Failure will help increase their propensity to be more productive and innovative.



Lesson 1: Growth vs. Fixed Mindset

In this lesson students reflect on failing and how to grow from failure, how to identify a mindset and opportunities to learn.

Lesson 2: Successful People Who Have Failed

In this lesson students explore famous personalities whose failures have led to successes and opportunities.

Lesson 3: Failure to Innovation

In this lesson teachers and students create an environment that embraces failures and demonstrates critical thinking in the design process.

Lesson 4: Fail Forward Challenge

This lesson focuses on hands on experience with identifying a challenge, creating a solution, learning if the solution works or fails and reflecting upon the process.

Lesson 5: The Power of Reflection

This final lesson explores the power of reflection on failure and success.



Curriculum Alignment

These specific learning standards, are general and not content based, therefore can be applied for students across Canada. Each grade's learning standards have been categorized by subject and competency. These curricular competencies will enable educators to connect students' learning outcomes and help evaluate their learning based on provincial standards.

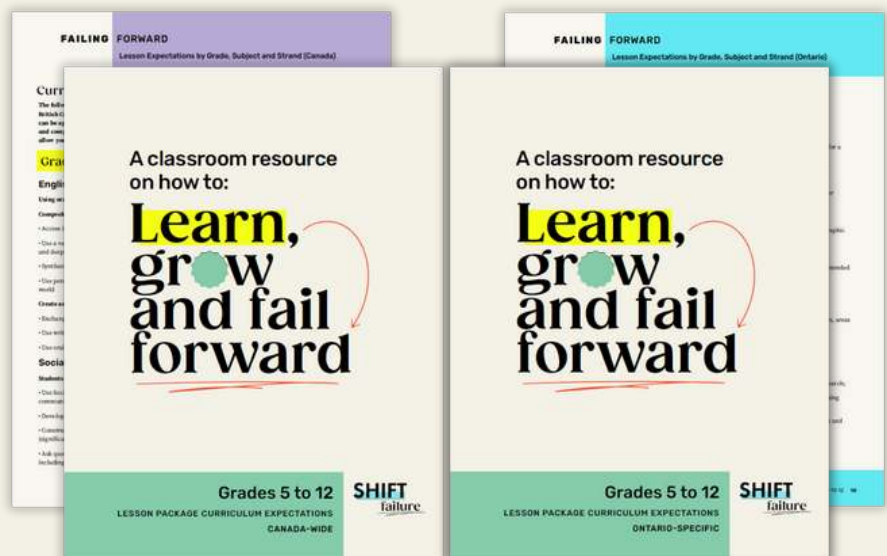
"Integrating Shift Failure into our STEM units allowed students to meet both content expectations and learning skills targets. They weren't just building, they were growing and reflecting along the way"

-Angela, Educator, BC

Grade 5 Language Arts, Social Studies, History and Geography, Science and Technology	Grade 6 Language Arts, Social Studies, History and Geography, Science and Technology	Grade 7 Language Arts, Science and Technology, Social Studies	Grade 8 Language Arts, Science and Technology, Social Studies
Grade 9 English and Language Arts, Social Studies, Science	Grade 10 English, Creative Writing, Canadian, Social and World Studies, Science	Grade 11 English, Science for Citizens, Social Studies and Humanities	Grade 12 English, Creative Writing, Social Studies and Humanities

"Shift Failure doesn't just fit into my curriculum—it enhances every subject I teach. This has allowed a more collaborative open learning environment across all subjects"

-Dan, Educator, ON





Virtual Classrooms



GLOBAL CLASSROOM

Events that are designed for youth aged 10-17, allowing teachers, families and students to connect with others around the world, 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.



“It was the stories—those of famous figures, athletes, inventors—that broke through. Students connected failure to greatness”

-Jake, Educator, NT

“The program tools helped us teach students look inward - applying SEL and goal setting. Students reflected on what didn't work and set new goals with clarity and purpose”

-Ann, Educator, NL



Movers & Shifters

From early ambassadors to next-level adaptors, Shift Canada has welcomed a host of young innovators, leaders and iconic individuals promoting the importance of learning from failure.



"It's not just a call to action, it's a celebration of what we can achieve together as Canadians by being innovative and bold...with Shift Canada, the future is bright."

-Andre De Grasse, Olympic Gold Medalist



"It's an encouraging movement for all Canadians to get behind and understand that just a shift in mindset can change the world."

-Brett Kissel, Country Music Artist

"Lesson 2 hit home for my class. Seeing famous figures overcome failure helped students rewrite the way they viewed their own mistakes. In a world obsessed with perfection, hearing successful people failed too reminded my students that the best learning often comes from getting it wrong first"

-Ashley, Educator, AB



"Failure is a part of Science and a natural step in the pursuit of innovation...it's important to build resilience to continue making progress"

-Naila Maloo, Environmental Researcher



Research Methodology

Expertise and Process



This process is led by our impact reporting lead - a former Vice-President and Director in the market research, strategy and insights field, who has 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 rigor. 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 the Education+ 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 for the survey, ensuring representation across different demographics and regions. Additionally, we collaborated with a third-party organization to oversee the survey process, ensuring impartiality and accuracy in data collection and analysis.

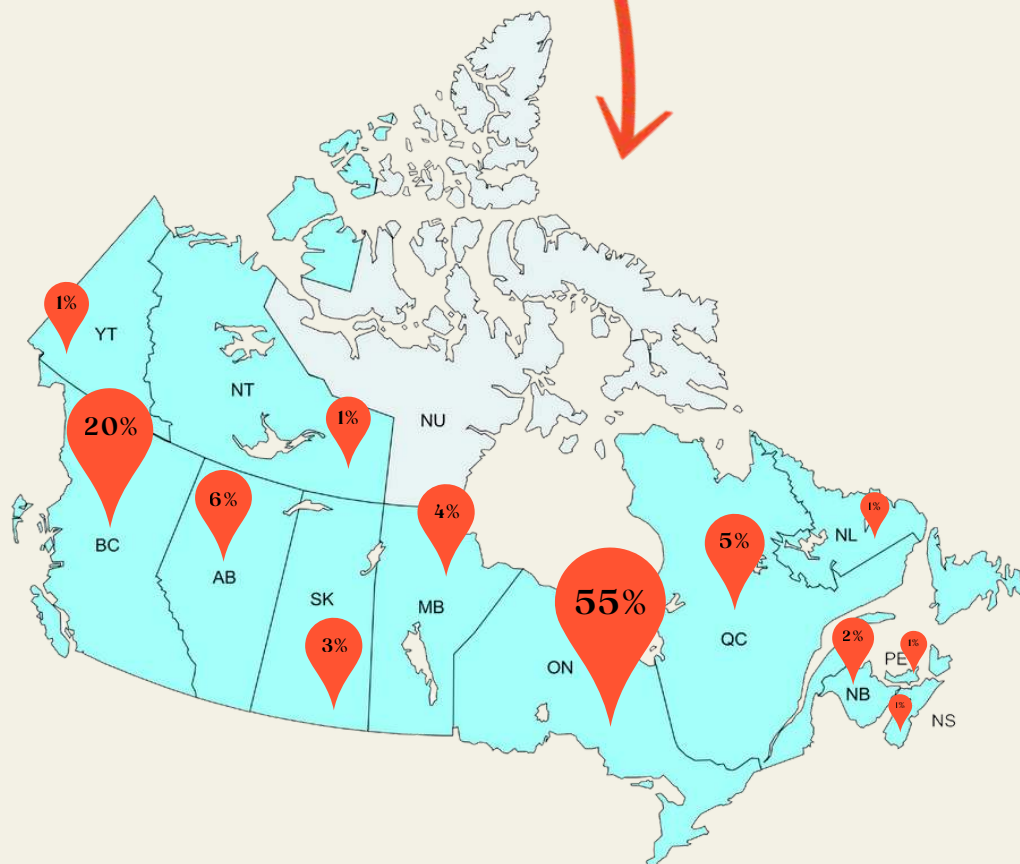
As with all other data collection undertaken through Education+, the Year in Review survey is meticulously designed by our expert to measure the outcomes of the programming and to track real-world impact. This approach not only enhances the credibility of the data but also provides actionable insights that drive continuous improvement in our programs.

Program Participation

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.



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).

32

**Average number of
students per
classroom**

5,100+

**Classrooms across
10 Provinces and
2 Territories**

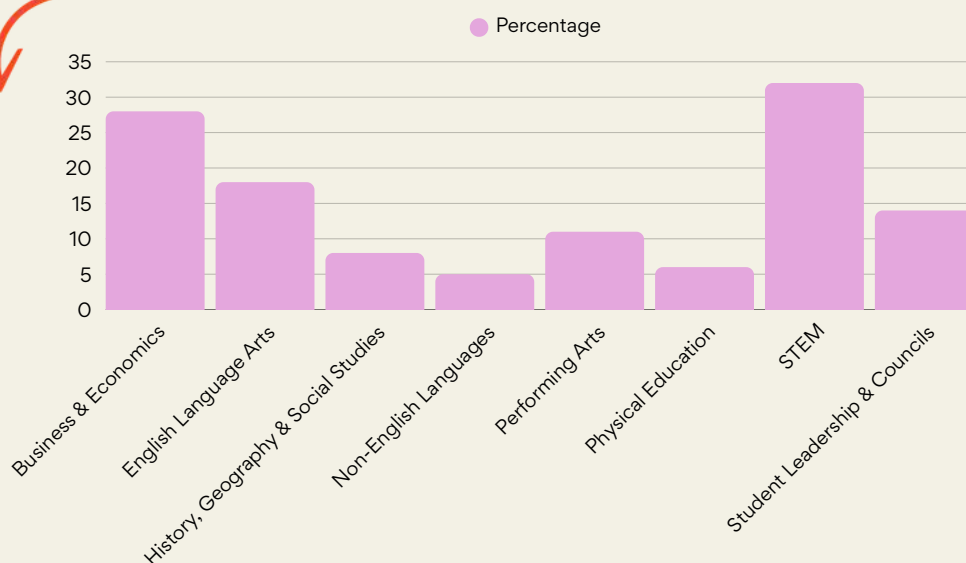
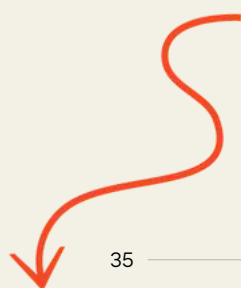
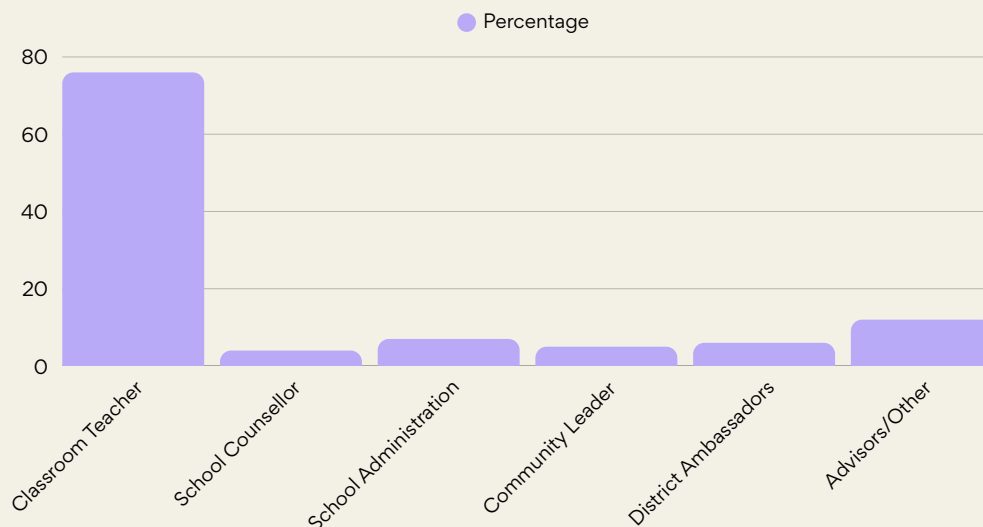
162,000+

**Students in
classrooms
across Canada**

Educator Breakdown



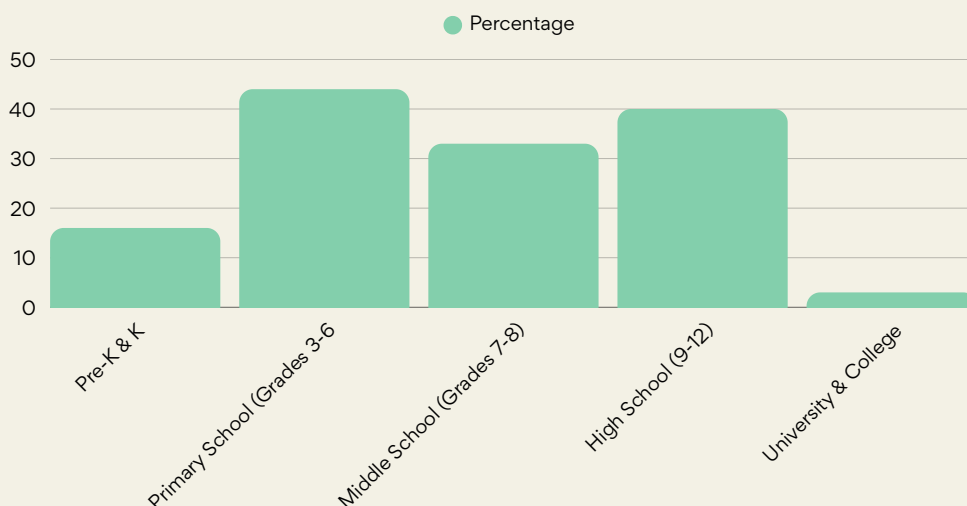
Our network is comprised of educators, support staff, ambassadors, administrators, leaders in education, counsellors and educational advisors.



Our network of educators specializes in a variety of subjects areas 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.



Program Engagement

Shift Failure has continued to be a remarkable success since its inaugural year of operation.

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.

With additional resources, diversified themes, and expanded opportunities, its impact will continue to grow even more profound in the years ahead.



89%

of educators are interested in learning more about Shift Canada and the Shift Failure offerings.

99%

of educators see value in teaching topics like Growth Mindset, Overcoming Failure, Grit, Resilience and Innovation.

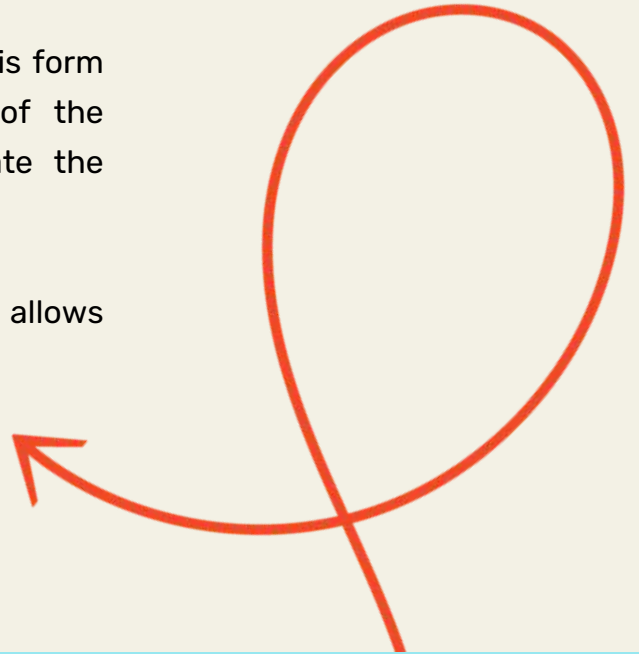
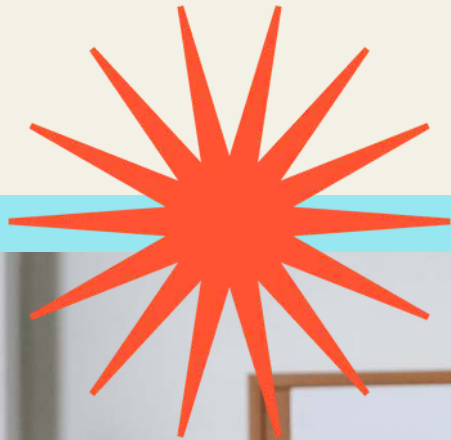
84%

of educators indicated they have peers in network who would be interested in teaching Shift Failure topics.

Program Feedback

Based on our 16+ years of past experience doing this form of research, we know Teachers are the heart of the classroom and have robust knowledge to evaluate the outcomes of their students.

Seeing these educators so connected to the program allows for continued usage and growth in the classroom.



Educator Feedback



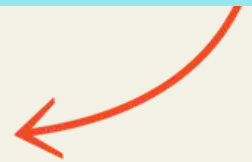
Classroom Profiles

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).
- ✦ We are seeing usage across 10 provinces and 2 territories.



Educator Outcomes



- 89%** of educators expressed interest in exploring further tools and strategies to support students in reframing failure and building innovation.
- 78%** of respondents indicated that teaching about failure, reflection, and mindset through the Shift Failure program brought significant value to their classroom or learning environment.
- 80%** of participants said they would recommend the Shift Failure program to a colleague or peer.
- 75%** of educators reported they plan to continue using Shift Failure in future lesson cycles or advisory sessions.
- 81%** of educators reported using an average of 3 out of 5 lesson modules from the Shift Failure curriculum.
- 88%** The highest rated lesson was Lesson 5: The Power of Reflection", noted for its relevance, engagement, and impact on student reflection.
- 71%** of educators reported their schools as representing low socio-economic students.

Educator Testimonials



“For some students, it was the first time they saw failure as normal. That understanding changed how they approached everything—from group work to tests. I noticed improved peer relationships too—students began supporting one another through challenges, not competing. The program nurtures both academic and emotional growth. My classroom has never felt safer for risk-taking”

-Jo-Ann, Educator, ON

“Shift Failure didn’t just give us resources. It gave us permission to reframe how we speak about effort, struggle, and growth. The growth in confidence, perseverance, and collaboration has been nothing short of inspiring”

-Tiffany, Educator, AB

“The biggest shift I saw wasn’t academic, it was emotional. Students began believing they were capable, even when things felt difficult”

-Lake, Educator, NB

“I teach my students to always ‘Reflect and Rebound’. Students need to understand that they may have many failures, but they can reflect on past failures to use when it happens again - life is full of ups as downs but you have to continue to rebound”

-Pat, Educator, QC

“Shift Failure complemented our robotics unit beautifully. Students began documenting what didn’t work and iterating with purpose, which is exactly what innovation requires”

-Colin, Educator, ON

Student Feedback

Student Outcomes



88% 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.

81% 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.

77% of students felt better equipped to design, test, and improve project-based learning tasks that embrace iteration, feedback, and the lessons learned from failure.

79% 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.

80% Students reported increased confidence in taking creative risks and pursuing innovative ideas in both academic and personal contexts.

80% Students expressed a greater willingness to experience failure as a natural and valuable part of the learning journey.

83% Students found the Shift Failure resources engaging, accessible, and relevant to their real-life learning experiences.

"I saw so much growth in student independence. They no longer rely on me to 'save' them when things get tough, they problem-solve first"

-Courtney, Educator, BC

Student Testimonials



“In robotics, things fail all the time—circuits don’t connect, code crashes. After Shift Failure, our team stopped seeing these as setbacks and started seeing them as growing pains. We are **collaborating** more after doing the program. We are asking more questions, depending on one another to overcome hurdles. It became a team effort to **overcome** failure and respond from it”

-William, Student, ON

“The **reflection** activities helped me understand that everyone, even famous people, fails. That changed how I see myself when things don’t go as **planned**. I can learn and grow along the way in new ways”

-Chloe, Student, ON

“Our classroom is **different** now. People aren’t as scared to speak up or try something new because we know failure’s just part of it. We are all **supporting** each other, giving new perspectives”

-Abdul, Student, BC

“Sports is all about pressure and performance. Shift Failure gave me strategies to manage both, on and off the field, and that’s made a huge difference. I reset faster, learn quicker, and **keep pushing**, because that’s what growth **mindset** is all about”

-Edwin, Student, AB

“Shift Failure has given me tools to write better applications for college, reflect **honestly** and talk about **growth** in a way that feels real. I’m walking into the future with confidence instead of fear”

-Dario, Student, ON

Recommendations



1. Growing the program in new focus areas and age groups.

As our engagement continues to grow, some educators identified the need to open the program to earlier grades (K-4), opening the program up so students are familiar with the concept of failure at early education.

Other educators identified the need to bridge education gaps in certain, high-priority areas like: AI learning, technology & innovation and future-career readiness, etc.

2. Creating opportunities to enhance the existing Shift Failure program.



Some educators in our network indicated a desire to combine the existing learnings from Shift Failure into programs like 'Reel Genius' that use cinematic stories to teach resiliency and growth mindset and spur discussions.

3. Creating opportunities to help students explore their experiences deeper.

Some educators indicated a desire for interactive resources and enhancements to the program to help their students explore their growth mindset, resiliency and grit at a deeper, more engaging level.





Testimonials

“Shift Failure helped my students realize failure isn’t the **opposite** of success—it’s the path to it. Their resilience is now louder than their doubt”

-Sam, Educator, NS

“This is a much-needed program. My highlight was during the professional development session, hearing how a fellow teacher taught students to **fail early** and fail often”

-Taysa, Educator, QC

“Shift Failure is more than a program—it’s a **mindset movement** our classrooms desperately need. If we want resilient learners, this has to be in every school”

-Greg, Educator, ON

“It’s rare to find a program that supports mental health, **growth** mindset, and academic risk-taking all at once. Shift Failure does, and it needs to scale”

-Paul, Educator, AB

“In a post-pandemic world, our students need tools for emotional **resilience** more than ever. Shift Failure provides that—and so much more. This program transformed the way my students learn, reflect, and grow. I believe every classroom in Canada should have access to it and the opportunity to teach it”

-Mike, Educator, NB

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Canada



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