

Unlocking Workforce Skills for Unlimited Industry Potential

Labour mobility is currently constrained by fragmented credential systems — not by a lack of skilled workers.

Canada's workforce is ready, yet jobs remain unfilled when skills aren't recognized or portable. Provincially locked credentials create barriers. Portable digital credentials and cross-jurisdictional verification solutions unlock talent — connecting verified skills to opportunity and driving economic growth.

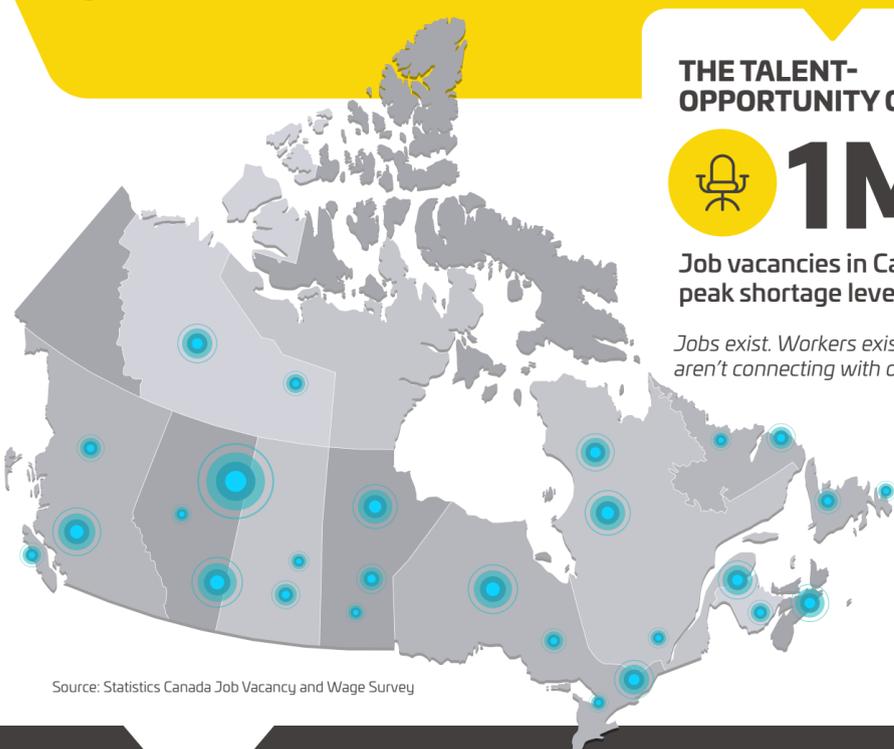
THE TALENT-OPPORTUNITY GAP



1M+

Job vacancies in Canada at peak shortage levels.

Jobs exist. Workers exist. Skills aren't connecting with opportunity.



Source: Statistics Canada Job Vacancy and Wage Survey

THE SKILLS MISMATCH

44%

of workers' core skills will change by 2027.

Static degrees and traditional qualifications can't keep pace with workforce evolution. Online upskilling and portable credentials becoming even more critical.

Source: World Economic Forum 2023

MOBILITY BARRIERS ARE STRUCTURAL

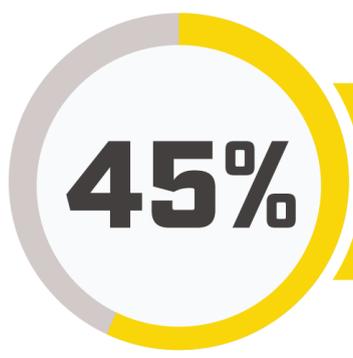
2x

Immigrants in Canada are 2x more likely to be overqualified for their jobs.

Talent exists but policy recognition systems fragment opportunity across provinces and sectors. Enabling mobility for newcomers is key.

Source: OECD

EMPLOYERS ARE SHIFTING TO SKILLS-BASED HIRING



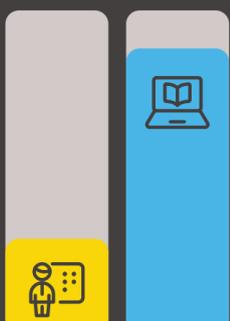
of employers globally prioritize skills over degrees.



Hiring is shifting from pedigree to proof. Growing skills require smarter, seamless credentialing.

Source: LinkedIn Global Talent Trends

ONLINE LEARNING ACCELERATES READINESS



40-60%

eLearning reduces training time by 40-60% compared to classroom instruction.

Online learning removes geographic and scheduling barriers while scaling upskilling rapidly.

Source: Brandon Hall Group

DIGITAL CREDENTIALS IMPROVE JOB MATCHING



Learners who share digital credentials are 2x more likely to secure related job opportunities.

Portable, verifiable credentials move faster than résumés and degrees.

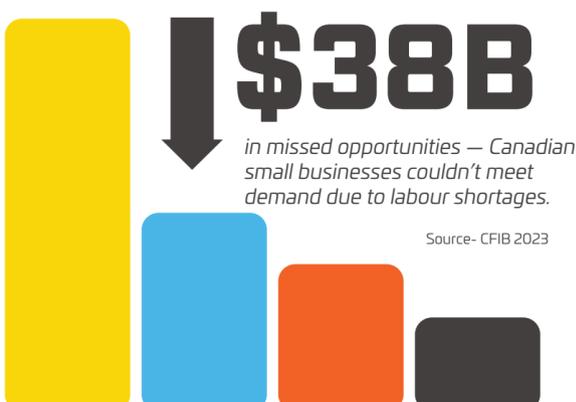
Source: 2024 credential signaling labour market research

ECONOMIC STAKES OF INACTION

Canada's job vacancy rate remains structurally elevated, costing billions in lost productivity.

Every unfilled role slows economic growth — mobility solutions are critical.

Source: Statistics Canada



\$38B

in missed opportunities — Canadian small businesses couldn't meet demand due to labour shortages.

Source: CFIB 2023

THE STRUCTURAL SHIFT CANADA NEEDS

Canada's labour market isn't constrained by talent — it's constrained by how skills are recognized and transferred. Unlocking mobility requires shifting from static, region-bound credentials to portable, skills-based recognition aligned with real-time labour demand.

From:

- Static, regional credentials
- Degree-heavy screening
- Siloed learning pathways



To:

- Stackable online learning
- Portable digital credentials
- Real-time skills verification
- Platform-enabled labour mobility



\$200B

Unlocking labour mobility in Canada could add \$200 B to the economy (~7% of GDP).

Source: National PAGR, June 2025

Strengthening labour mobility requires modern credential infrastructure that reflects how skills are developed, verified, and applied across regions and sectors. By advancing portable, skills-based recognition, Canada can improve workforce utilization, productivity, and economic resilience. Learn more about our solutions that connect verified skills to opportunity.