



Empowered Economy Program

Canada's productivity crisis has left many small and medium-sized enterprises (SMEs) struggling to compete in an increasingly globalized and technology-driven economy. The **Empowered Economy Program** is designed to address this challenge head-on by equipping Canadian SMEs with the tools they need to leverage AI for real, measurable growth. Our program offers practical, playbook-driven courses that help businesses improve efficiency, reduce waste, and make smarter decisions through AI-powered insights. From understanding customer needs and refining marketing strategies to innovating new products and future-proofing operations, we provide affordable, accessible solutions tailored to the unique challenges of

Canadian SMEs. By embracing AI, these businesses can close the productivity gap, enhance their competitive advantage, and lead Canada's economy into the future.

The productivity crisis often results in a state of "paralysis by analysis," where challenges are discussed at length, but real action remains elusive. Empowered Economy breaks this cycle by focusing on practical, actionable steps that help businesses move forward confidently. It's about making meaningful progress, not just more conversation.

The Empowered Economy Program is particularly valuable for micro to small enterprises because it provides them

with scalable, practical tools they can use to compete effectively, without requiring a large tech budget or specialized expertise. Many small businesses lack the resources of larger corporations, but with AI, they can level the playing field by automating repetitive tasks, gaining deeper insights into their customers, and making smarter decisions that drive growth.

Our courses are designed to offer immediate, **actionable benefits**, allowing these smaller businesses to quickly integrate AI into their everyday operations—whether it's through improving marketing efficiency, generating new product ideas, or optimizing workflows. By focusing on **affordable, easy-to-implement solutions**, we help smaller enterprises become more agile, responsive, and capable of adapting to market changes,

all while saving time and resources. Ultimately, this program empowers small businesses to **achieve more with less**, positioning them for sustainable success in a competitive economy.

What makes the **Empowered Economy Program** truly unique is that it's taught by **experts who are also experienced executives and entrepreneurs**. They bring vast business knowledge and first-hand experience in technology, offering not just theory but **real-world, practical guidance**. Each course provides you with **step-by-step playbooks** that make complex concepts easy to understand and apply. It's this blend of expert knowledge, relatable insights, and hands-on tools that makes the program so effective for SMEs looking to thrive in today's economy.

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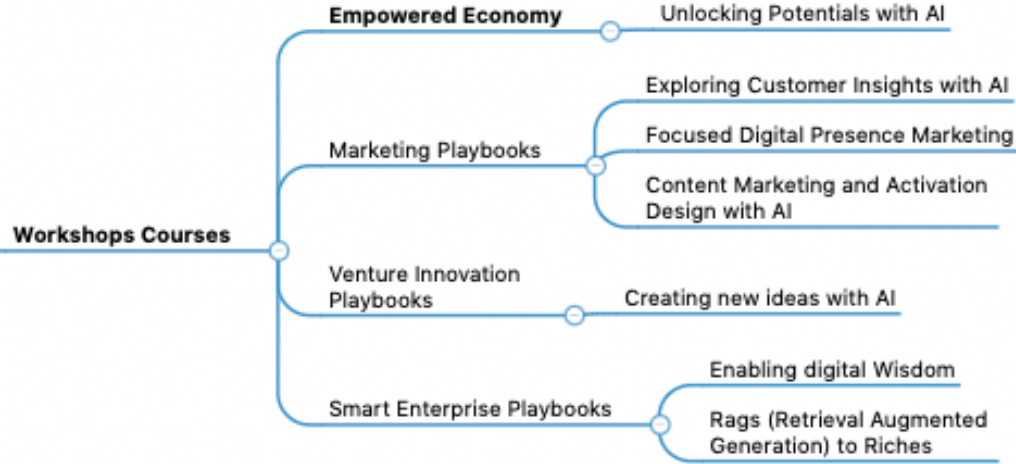
Starting Course - Unlocking Potential with AI

Course Description: Canada’s small and medium-sized enterprises (SMEs) face persistent challenges in productivity and growth, often lacking the resources to compete with larger corporations. In the "Empowered Economy" course, you will explore how artificial intelligence (AI) can revolutionize these businesses by providing affordable, practical tools that unlock new avenues for innovation, efficiency, and competitive advantage.

This course introduces three key frameworks designed to address the unique needs of SMEs:

1. **AI and SME** and why it matters.
2. **The Marketing Playbooks:** Learn how to leverage AI to craft smarter marketing strategies, streamline customer engagement, and make data-driven decisions that amplify your brand's impact. 30minutes
3. **The Venture Innovation Playbooks:** Understand how AI can fuel innovation within your enterprise, helping you discover new opportunities for growth and pivot quickly in response to market changes. 30minutes
4. **The Smart Enterprise Playbooks:** Explore AI tools that improve productivity, from automating routine processes to enhancing decision-making capabilities, enabling your enterprise to operate with the efficiency of much larger companies. 30minutes

Throughout this course, you’ll gain hands-on experience with practical AI applications and strategies designed for SMEs, ensuring you leave with actionable insights to transform your business operations and elevate your competitive edge in today's rapidly evolving marketplace.



Why We Use a Playbook Approach

A Playbook Approach is fresh and useful because it provides a **clear, structured framework** that makes complex concepts easier to implement, especially for micro, small and medium-sized enterprises that often lack the time or resources to figure everything out from scratch. Here's why this approach is so valuable:

1. **Step-by-Step Guidance:** A Playbook breaks down complicated processes into manageable steps. It gives businesses a **practical roadmap** they can follow, ensuring they aren't overwhelmed by theory or ambiguity. SMEs can move through each phase with confidence, knowing exactly what to do next.
2. **Actionable and Focused:** Rather than offering broad, abstract strategies, Playbooks are **action oriented**. They focus on achieving specific outcomes, like improving marketing efficiency or streamlining operations. This makes the approach highly relevant and **immediately useful** for businesses looking to see real results.
3. **Repeatable and Scalable:** Once a Playbook is established, it can be applied repeatedly across different areas of the business or scaled as the company grows. This consistency ensures that processes are easily replicable and adaptable, which is especially important for smaller businesses looking to scale their operations efficiently.
4. **Adaptability:** Playbooks provide a structure, but they aren't rigid. They allow businesses to **adapt strategies** to their unique needs, making them flexible enough to address a wide variety of challenges. This tailored approach is crucial for SMEs facing diverse issues in an evolving market.
5. **Practical Application of AI:** In the context of AI, a Playbook demystifies technology. It shows businesses **how to use AI** in tangible ways, whether it's automating tasks, analyzing customer data, or optimizing workflows. This makes AI more accessible, helping SMEs get past the fear of technology and into practical implementation.
6. **Efficient Learning and Execution:** SMEs often don't have time for extensive learning curves. A Playbook allows them to **learn quickly and implement efficiently**, getting to the heart of how AI or other strategies can be used in their business without unnecessary complexity.

Playbook Approaches simplifies, clarifies, and streamlines complex strategies into **real-world actions**. It allows businesses to take control, see results faster, and confidently navigate the challenges of modern business. This makes it both fresh and highly useful for SMEs trying to compete in a dynamic and technology-driven market.

Marketing Playbook Courses

1. Exploring Customer Insights with AI

Course Description: Understanding your customers is the key to building strong relationships, making informed business decisions, and creating lasting opportunities. In "Exploring Customer Insights with AI," you will learn how to harness the power of artificial intelligence to gain deeper insights into your customers' preferences, behaviors, and needs.

This course will guide you through AI-driven techniques that allow you to analyze vast amounts of customer data, uncover hidden patterns, and predict future trends. You will explore practical tools that help you:

- **Communicate Effectively:** Tailor your messaging and marketing strategies based on real-time insights into customer behaviors and preferences.
- **Build Trust and Loyalty:** Use AI to understand customer pain points and deliver personalized experiences that foster trust and long-term relationships.
- **Seize Business Opportunities:** Identify emerging market opportunities and customer segments to drive growth and stay ahead of competitors.

By the end of this course, you'll be equipped with AI strategies that allow you to engage with your customers in meaningful, data-informed ways, ultimately leading to better communication, trust-building, and business success.

2. Focused Digital Presence Marketing

Course Description: In today's complex marketing landscape, businesses are inundated with digital channels and platforms, making it difficult to determine where to invest for the best results. "Focused Digital Presence Marketing" helps you cut through the noise by using customer insights to develop targeted, efficient digital marketing strategies that align directly with what you know about your audience.

This course will teach you how to leverage data-driven insights to:

- **Reduce Waste:** Avoid broad, ineffective campaigns by focusing your efforts on channels and techniques that resonate with your customers.
- **Increase Efficiency:** Streamline your digital marketing efforts by tailoring your strategies to the specific behaviors, preferences, and needs of your audience.
- **Maximize Success:** Enhance your digital presence with communications that are more direct, relevant, and personal, leading to higher engagement, increased trust, and greater revenue potential.

By the end of the course, you'll have the tools to create a focused, impactful digital presence that not only reaches your target audience but also drives meaningful results for your business.

3. Content Marketing and Activation Design with AI

Course Description: In the fast-paced world of digital marketing, crafting the right message is key to attracting and engaging your target audience. "Content Marketing and Activation Design with AI" shows you how to use artificial intelligence to design and deliver compelling content that drives new relationships into your sales funnel.

This course will teach you how AI can:

- **Craft Compelling Messages:** Leverage AI tools to create personalized, impactful content that resonates with your audience's needs and preferences.
- **Query Customer Interest:** Use AI-driven techniques to identify the right opportunities to engage potential customers, optimizing your communication for maximum relevance and impact.
- **Streamline the Communication Process:** Efficiently deliver tailored messages across channels, ensuring that your content meets your customers' needs in a timely and effective manner.

By the end of this course, you'll understand how AI can be an essential part of your communication mix, helping you to build stronger relationships, drive conversions, and grow your business through well-crafted, data-informed content strategies.

Venture Innovation Playbook Courses

1. Creating new ideas with AI

Course Description: Innovation is at the heart of business growth, and with AI, the process of generating new ideas can be faster, smarter, and more efficient. In "Creating New Ideas with AI," you will learn how AI can help you quickly craft new product concepts, estimate pricing, analyze market size, identify target markets, and assess the competitive landscape.

This course will introduce you to AI-driven tools that can:

- **Generate Product Concepts:** Use AI to brainstorm and refine product ideas that meet market demands and consumer needs.
- **Estimate Pricing and Market Size:** Leverage AI to analyze data, predict pricing trends, and evaluate market potential, ensuring your ideas are both viable and profitable.
- **Identify Target Markets and Competition:** Understand how AI can help you pinpoint your ideal customer segments and evaluate existing competitors, positioning your product for success.
- **Protect Intellectual Property:** Learn how AI can assist in drafting intellectual property protection strategies, including patents, trademarks, and copyrights.

By the end of this course, you'll have a solid foundation in how AI can support innovation, helping you craft new directions for your business and seize opportunities in a rapidly changing market.

Smart Enterprise Playbook Courses

1. Enabling Digital Wisdom

Course Description: As AI continues to evolve, organizations of all sizes must position themselves to harness its full potential. Yet, many enterprises have not built the necessary foundations to collect and utilize the data that drives AI-powered decision-making. "Enabling Digital Wisdom" is designed to help you transform your organization into a smart, future-proof enterprise by setting up systems that allow you to leverage AI tools as they develop.

In this course, you will learn:

- **Building the Data Foundation:** Understand the importance of capturing and organizing your enterprise's data so that AI can be effectively utilized to drive future efficiency and innovation.
- **Crafting a Smart Enterprise Structure:** Discover how to develop the right organizational structures and processes that enable your business to be nimble, intelligent, and ready to adopt AI-driven solutions.
- **Implementing a Future-Proof Playbook:** Learn how to create and implement a playbook that will guide your organization toward becoming a smart enterprise, with the ability to adapt and thrive as AI technologies continue to advance.

By the end of this course, you'll have the tools and insights to future-proof your organization, enabling it to become more efficient, data-driven, and ready to leverage the AI tools of tomorrow for sustained success.

Delivery Considerations

Delivering each course online, with a mix of live components and primarily asynchronous 20-minute blocks, meets the time and complexity challenges faced by SMBs. With a total duration of around two to three hours per course, this format is designed to be both manageable and effective. Additionally, feedback mechanisms such as Q&A sessions are built in, ensuring continuous engagement and support. Here's why this method is so effective:

Advantages of 20-Minute Blocks:

- **Bite-Sized Learning:** By delivering content in short, 20-minute modules, SMB owners can fit the lessons into their busy schedules. These concise sessions prevent information overload and make it easier for participants to absorb and apply what they learn. Research shows that microlearning improves knowledge retention and engagement.
- **Flexibility:** The primarily asynchronous format allows learners to engage with the material at their own pace. This flexibility is essential for SMB owners juggling multiple responsibilities, as they can access the course when it's convenient for them.
- **Focused Attention:** Attention spans tend to decline after about 20 minutes, especially in online settings. Short, focused sessions ensure learners can stay engaged and absorb the material without fatigue.
- **Immediate Application:** Each module presents actionable insights that SMB owners can apply immediately to their businesses, reinforcing learning and driving real-world impact.

Live Components and Feedback Mechanisms:

- **Engagement and Interaction:** Including live components, such as Q&A sessions, offers learners the chance to ask questions, engage with instructors, and clarify any confusion. This adds an interactive element that fosters a deeper understanding of the material.
- **Real-Time Feedback:** Live sessions and feedback mechanisms give instructors the opportunity to assess participants' progress and provide immediate support, ensuring key concepts are well understood and properly applied.
- **Hybrid Benefits:** The combination of asynchronous, self-paced learning with live interaction gives SMB owners the flexibility they need, while still offering opportunities for personal engagement and tailored feedback.

Course Structure:

- **20-Minute Modules:** Each module covers a single, actionable topic (e.g., automating tasks, using AI to analyze customer data), ensuring the material is digestible and directly applicable.
- **Real Life Examples:** Mini Case studies that can provide context and inspiration to exploring real world possibilities.

- **Assignments or Exercises:** At the end of each module, short exercises encourage participants to immediately apply the tools and insights they've learned, enhancing retention and practical use.
- **Live Q&A Sessions:** Offered weekly or bi-weekly, these sessions allow learners to ask questions, interact with experts, and gain further clarity on the course content.

This structure perfectly balances flexibility, engagement, and real-time feedback, making it ideal for SMB owners who face time constraints but need practical, actionable knowledge. With a total duration of three hours per course, broken into 20-minute blocks, the program accommodates busy schedules without sacrificing depth. The combination of asynchronous learning, live components, and feedback mechanisms ensures the course remains interactive, effective, and easily applicable to real-world business challenges.

In Summary

The **Empowered Economy Program** is designed to provide Canadian SMEs with the practical tools they need to not only survive but thrive in a rapidly changing, technology-driven market. By harnessing the power of AI, businesses can become more efficient, agile, and innovative, closing the productivity gap that has long been a challenge in the Canadian economy. Our playbook-driven approach delivers step-by-step methods that make AI accessible and actionable.

1. **Boost Customer Engagement and Trust:** Equip business to engage customers in data-informed, meaningful ways that enhance communication, build trust, and drive overall success.
2. **Develop an Impactful Digital Presence:** Gain the tools to create a focused digital presence that not only reaches target audiences but generates real, measurable results.
3. **Enhance Communication and Drive Growth:** Integrate AI into your communication to build stronger relationships, increase conversions, and grow your business through targeted, data-informed content.
4. **Fuel Innovation and Expand Opportunities:** Build a foundation in AI that empowers businesses to explore new directions, enabling you to innovate and seize market opportunities in a rapidly evolving landscape.
5. **Future-Proof Business for Long-Term Success:** Acquire the tools and insights to make businesses more efficient, data-driven, and fully prepared to harness the AI tools of tomorrow for ongoing growth and resilience.

This program is not static. As AI technologies evolve and the challenges businesses face continue to shift, we are committed to continuously refining and expanding the courses based on real-world feedback and emerging needs. The goal is to ensure that SMEs always have access to the latest tools and strategies, keeping them competitive in the marketplace and poised for sustained success.

Why this is a much a strategic action as it is an education benefit.

Focused on SMEs – The Backbone of the Economy:

- With SMEs representing over 99% of Canadian businesses, boosting their productivity directly impacts the economy. The Empowered Economy program provides SMEs with accessible, practical AI tools, enabling them to operate more efficiently and reach new levels of competitiveness. By empowering these smaller players, Canada can build economic resilience from the ground up.

Rapid Skill Development and Workforce Adaptation:

- One of Canada’s pressing issues is the need to upskill its workforce quickly to keep pace with AI-driven changes. The Empowered Economy program's focus on short-term, high-impact learning outcomes aligns with this need, offering businesses fast, actionable training in AI and digital presence. This not only addresses immediate skills gaps but sets a model for agile, skills-based education across other sectors.

Innovation and Competitive Advantage:

- The program’s emphasis on AI to support innovation helps SMEs tap into new business models, products, and services. This aligns well with Canada’s need for more innovation-driven growth to compete globally. By embedding AI into communication, customer engagement, and operations, SMEs can become more adaptive and forward-thinking, fostering a culture of continuous improvement and innovation.

Scalable Approach for National Impact:

- The Empowered Economy program’s structure, particularly the use of AI-powered playbooks and community support, can be scaled to reach a large number of SMEs. As more businesses adopt AI and improve their operations, the combined effect could lead to measurable productivity gains at the national level. This scalability makes it a practical starting point for broader economic revitalization efforts.

Foundation for Future AI Integration:

- Future-proofing Canadian businesses to embrace AI aligns with national interests in preparing for the evolving job market. The program’s training in AI-readiness and data-driven decision-making creates a foundation for integrating AI more broadly across industries, which is crucial for long-term economic competitiveness.

The Empowered Economy program is a logical, actionable foundation that could lead to broader economic growth and resilience. By starting with SMEs, it provides a focused, scalable model that can be replicated across sectors and regions, setting Canada on a path toward greater productivity, innovation, and adaptability in a globalized AI-driven economy.

Deploying these capacities at scale will lead to national a competitive advantage.

The Educational Approach

Our educational approach for the **Empowered Economy Program** integrates proven pedagogical strategies with **Bloom's Taxonomy** to ensure that participants gain not only a theoretical understanding but also the practical, actionable skills necessary for real-world success. This combination reflects our expertise in delivering impactful educational content that drives both knowledge and application.

Pedagogical Approach:

We employ a **learner-centered, active learning model** that prioritizes real-world application. Each course is designed with **adult learning theory** in mind, recognizing that small and medium-sized business (SMB) owners need content that is both relevant and immediately useful. By breaking the courses into 20-minute, easily digestible blocks, we ensure that learners can fit education into their busy schedules while also promoting **knowledge retention** through microlearning techniques. The inclusion of live components and Q&A sessions allows for continuous feedback and further interaction, fostering engagement and real-time support for learners as they progress.

The use of **scaffolding**—where each module builds on the last—ensures that learners are not overwhelmed but can gradually deepen their understanding. This structured learning experience allows them to build confidence and competence as they move through the program, ensuring a strong foundation before tackling more complex topics.

Bloom's Taxonomy:

Our courses are carefully aligned with **Bloom's Taxonomy**, which guides learners from basic knowledge acquisition through to higher-order critical thinking and application. By designing each module with this framework, we ensure participants not only understand the material but can **apply, analyze, and evaluate** it within their own business contexts.

- **Knowledge and Comprehension:** We begin by providing foundational knowledge through easy-to-follow, 20-minute modules. Learners can grasp essential AI concepts, like automating tasks or analyzing customer data, in a structured, digestible way.
- **Application and Analysis:** Each course emphasizes immediate, practical application, with exercises and assignments that allow learners to apply what they've learned directly to their businesses. Through live sessions and Q&A components, learners also can engage in deeper analysis of their strategies, ensuring they can adapt AI tools to specific business needs.
- **Synthesis and Evaluation:** As learners progress, they are encouraged to integrate and evaluate different concepts, such as combining AI-driven marketing insights with operational strategies to innovate within their businesses. This higher level of cognitive engagement ensures that learners leave the course not just with ideas but with **actionable solutions** tailored to their specific challenges.

Practical Implementation:

What truly sets our program apart is the focus on **real-world implementation**. Learners are consistently prompted to apply and test their new knowledge. This ensures that by the time the course is completed, participants have **tangible results** they can immediately implement, driving the transformation from learning to doing.

Our educational design is grounded in well-established pedagogical principles and enhanced by the structured cognitive approach of Bloom's Taxonomy. This combination ensures that our learners not only acquire knowledge but are fully equipped to **apply and evaluate** that knowledge in their daily operations. The result is a learning experience that is both **engaging and transformative**, making our program a powerful tool for helping SMBs harness the potential of AI.