



IpsosCanadaNext

CanadaNext Workshops

The future of Canada and the implications for your organization

Ipsos recently completed the CanadaNext study where we asked Canadians about the next 10 years and their views of close to 50 future scenarios related to the adoption of new technologies, how communities and businesses will manage our shifting demographics, and the role of government, business and individuals in managing the future.

At Ipsos we have the privilege of working with hundreds of Canada's major private and public sector organizations. Our business is about bringing our clients a total understanding of Canadians, as consumers and citizens.

CanadaNext talked to Canadians about the impact of robots, artificial intelligence and the internet of things, demographic change and how these will change their lives, our communities and our economy.

- How confident are Canadians in their long term financial future and do the sweeping tech and demographic changes make them confident?
- Which of 23 different industry sectors are perceived to be technology leaders or laggards, and how well will each sector adapt to demographic changes in society?
- What attributes will Canadians be looking for in a company when they consider where they want to work or invest their savings?
- What is the role of government vs. business as we transition to a sharing economy and commerce becomes increasingly digital?
- How do attitudes and opinions differ between demographic groups, like Millennials, Gen X and Baby Boomers?

Ipsos CanadaNext Workshops can help organizations prepare for the future by:

- Providing additional insights & context from CanadaNext, other Ipsos data (like our Global Trends and ongoing tracking of economic sentiment) and other data sources, like the Census
- Determining key implications and next steps for an organization to succeed in the future
- Every CanadaNext Workshop is unique and driven by our clients' objectives but in general they follow a similar approach.



Phase One:

Prior to the workshop we work with clients to identify their issues and long-term objectives (usually looking at a 10 year horizon). As well, we discuss the key internal and external stakeholders (and the ownership of key issues) that will be involved in the workshop. Based on this discussion(s), we gather existing evidence from internal and external sources that we feel can add insight to our clients' deliberations.

Phase Two:

The workshop begins with a presentation of evidence from IpsosCanadaNext and IpsosCanadaTrends) and secondary data (Census, demographic etc.) that will provide greater insight to stakeholder deliberations.

Phase Three:

The workshop shifts into how our clients can activate the data that's been presented, so they can take it from interesting to actionable. Depending on the size of the stakeholder audience, this can be done in plenaries or smaller group exercises.

Phase Four:

Following the workshop we prepare a report summarizing the conclusions and next steps from the previous phase. We also provide our clients with an insights audit highlighting any new or missing evidence we feel they might require in the future to move their organizations forward. Some of these gaps might be filled through data the client already has, while others may involve collecting new data.

A copy of [the CanadaNext report](#) is available on our website.

If you are interested in learning more about CanadaNext Workshops please contact:

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