Signal49
RESEARCH

Annual Report Message – Fiscal Year 2026

A New Name for a Bold Future

Fiscal year 2026 was a defining year in our organization's history.

For decades we have provided Canadian leaders with rigorous, evidence-based research and actionable insights that help organizations, governments, and communities make informed decisions. During fiscal year 2026, we took an important step in positioning our organization for the future with the launch of our new identity as **Signal49 Research**.

Our new name reflects a guiding signal in times of uncertainty; a dependable beacon that leaders can rely on to navigate complexity. Inspired by Signal Hill in Newfoundland and Labrador, and with a nod to Canada and the 49th parallel, it embraces the spirit of innovation and anchors us in a distinctly Canadian point of view.

Advancing Bold Ideas for Canada

Canada continues to face profound challenges and opportunities, from productivity growth and economic competitiveness to talent development, innovation, and global uncertainty. Through **The Centre for Canadian Growth and Prosperity**, we convened leaders, innovators, policymakers, and changemakers from across the country in our Bold Ideas for Canada initiative. These conversations brought together diverse perspectives on the issues most critical to Canada's future and helped identify practical, evidence-informed solutions to support long-term growth and prosperity.

By connecting research, dialogue, and action, we are helping foster a national conversation about the policy choices and investments needed to strengthen Canada's economic future.

Artificial Intelligence

Artificial intelligence (AI) remained one of the most transformative forces shaping organizations, and industries during fiscal year 2026. Building on our existing work examining the impact of AI on Canada's economy, we continued to explore the opportunities and challenges presented by these rapidly evolving technologies. Our body of AI research further examined how AI is influencing Canada’s productivity and competitiveness, skills and the workforce, and higher education.

Building a Stronger Enterprise

Over the past several years, we have made strategic investments to modernize the organization and strengthen our ability to serve our clients, members, and partners. Following the successful implementation of our Customer Relationship Management (CRM) and ERP platforms in fiscal year 2025, fiscal year 2026 focused on deepening our organizational capabilities and creating stronger foundations for future growth.

We introduced an integrated project management software (Microsoft Project) as part of our project delivery ecosystem and formally established a Project Management Office (PMO). Our PMO now provides centralized project management and resource deployment services helping us efficiently achieve a higher volume of research outputs on time and on budget.

We also launched a dedicated Research Partnerships function, creating stronger mechanisms to develop and sustain relationships with funders, partners, and collaborators who help advance our research mission.

Timely Research that Matters

In fiscal year 2026, our teams delivered timely, evidence-based insights on some of the most pressing issues facing Canada. We realized over 300 media requests (a 15% increase from previous fiscal year), surpassed 30k LinkedIn followers (over 10% growth from previous fiscal year), and secured multiple op-eds across various key national outlets (The Globe & Mail, Hill Times, Financial Post, and more).

As global economic conditions continued to evolve, we provided important perspectives on Canada's future competitiveness. Our **Deepening Canada-Ireland Trade and Investment** report examined opportunities to strengthen trade and investment relationships and highlighted the potential for deeper partnerships. This research was heavily featured during Taoiseach Micheál Martin's visit with Prime Minister Mark Carney in September 2025. In October 2025, we travelled to Ireland to present the findings of our work to European ministers and top Irish business leaders, fostering deeper relations between the two countries.

Novel labour market research, **From Jobs to Journeys**, introduced the first-of-its-kind Career and Skills Transition (CAST) model. This innovative approach shifts the focus from individual occupations to transferable skills and career mobility, helping policymakers, educators, employers, and workers better navigate labour market disruption and workforce transformation.

We further built upon our body of neurodiversity research, an area where Signal49 Research has emerged as a leading voice, releasing **Brick by Brick: Building Neuroinclusive Workplaces** and **Exploring Self-employment as an Inclusive Pathway for Neurodivergent Canadians**. Alongside employers, educators, and community organizations, we also explored practical ways to improve labour market participation and economic outcomes for neurodivergent Canadians.

Our sustainability research addressed challenges with significant social and economic implications. **Tracking the Social Impacts of Canadian Wildfires** examined the far-reaching effects of increasingly severe wildfire seasons on communities, health outcomes, displacement, well-being, and social resilience. This work contributes to a growing body of evidence supporting more comprehensive approaches to climate adaptation and disaster preparedness. In October 2025, we presented this work at the Calgary Emergency Management Agency (CEMA) symposium attended by over 200 emergency management practitioners from across Alberta. It was also featured at the January 2026 Canadian Red Cross 2026 Ready Conference.

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Our Talent

Our employees are at the heart of everything we do and everything we achieve. As we navigated a year of significant transformation, our team demonstrated remarkable resilience, collaboration, and commitment to excellence. Their willingness to embrace change, pursue innovation, and continually raise the bar enabled us to achieve important milestones while remaining focused on serving our members, clients, and partners.

We developed our Employee Value Proposition (EVP) articulating what employees can expect from their experience at the organization, including our culture, opportunities for growth, support programs, and flexible ways of working. Grounded in employee feedback, the EVP captures the authentic day-to-day experiences of our people and the factors they value most, including meaningful work, collaboration, flexibility, professional development, and recognition. The EVP serves as an important foundation for how we attract talent, strengthen our employee experience, and continue investing in the people who enable Signal49 to deliver on its mission.

Looking Ahead

As Signal49 Research enters its next chapter, we do so from a position of strength.

We have strengthened our enterprise capabilities, integrated new technologies and talent, modernized core platforms, expanded our research impact, and deepened our role as a convener of important national conversations. Most importantly, we remain steadfast in our commitment to providing Canada's leaders with trusted, objective, and evidence-based insights.

We extend our sincere thanks to our Board of Directors, employees, funders, members, clients, partners, and supporters for their continued confidence and commitment.

Together, we look forward to shaping the next generation of ideas, research, and solutions that will help build a more prosperous Canada.

View our audited financial statements **here**.

Helen Beck
Chair, Board of Directors

Susan Black
President and Chief Executive Officer