



**Universities
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Universities Canada is a membership organization providing universities with a unified voice for higher education, research and innovation. Universities Canada advances the mission of their member institutions to transform lives, strengthen communities and find solutions to the most pressing challenges facing our world.

The Challenge

Universities Canada was actively delivering its Global Skills Opportunity (GSO) Ambassador Program, which engaged 14 student ambassadors from universities and colleges across Canada to promote international learning experiences.

With the program in motion, they reached out to shifted to strengthen the ambassadors' public speaking and storytelling abilities to prepare them to share the impact of the GSO program through outreach, presentations to government officials, and national events.

The Solution

shiftED Academy created a bespoke virtual workshop designed to break through personal and professional barriers while building core communication skills. The workshop focused on best practices for pitching, storytelling, and speaking effectively to audiences of decision-makers.

Each ambassador received one-on-one coaching designed to strengthen their ability to apply new skills in real-world contexts. This personalized support deepened their confidence and prepared them to represent the GSO program across diverse platforms, while equipping them with transferable communication and leadership skills to engage effectively with any audience.

“Thanks for the wonderful workshop on public speaking and leadership! I'm feeling more confident already. This workshop was a powerful reminder that every individual has inherent value and a worthy story to share, regardless of their perceived importance.
- Jesse Major, Global Skills Opportunity Ambassador

The results were exceptional. Ambassadors consistently reported significant growth in their public speaking abilities, confidence, and professional communication skills. Many felt empowered to step outside their comfort zones, deliver compelling elevator pitches, and speak with authenticity and pride about their journeys. I highly recommend Tisha and shiftED Academy Inc. to any organization seeking high-impact training and coaching in communication and capability building.

- Myriam Nadeau, MA, Program Specialist, Alumni Relations and Events

The Result

Participants were provided with tools to quiet their inner critic and manage their barriers. The ambassadors presented 'up' to their audiences of decision-makers confidently and captivated them with storytelling. Incorporating best practices for pitching and presenting also helped them to stand out as emerging leaders. Following their presentations, one participant was asked to provide their very first keynote and, subsequent to that, invited for a second.



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