



Formativelabz

CANADIAN LEARNING / GLOBAL AMBITION

# Be ready. Show your work.

Your next chapter begins  
with what you can do.

COURSE & PARTNERSHIP VIEWBOOK 2026

Five pathways. One purpose: learning you can put to work.



# Canadian learning. Human purpose.

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Formativelabz Inc connects professional learning, applied AI research and practical consultancy.

Start with a question that matters to you. Learn to check the evidence. Build work you can explain.

Safety and Security is our anthem.



# Work is changing. Preparation matters.

## 25.2%

### Canadian businesses plan AI use

Within 12 months, Q3 2026 survey.  
14.5% in Q3 2025. Statistics Canada. [1]

## 39%

### Core skills expected to change

By 2030. Global employer survey.  
WEF Future of Jobs Report 2025. [2]

Signals of change, not job offers. Adoption plans and skills expectations measure different things.



# Don't leave your learning invisible.

## Project Experience Certificate

Complete an assessed course project.  
Explain the decisions behind it.  
Show the work you have done.

Planned recognition. Course readiness, assessment and final eligibility are confirmed before joining. Not a job promise, licence or university credit.



# Your skills. Your evidence.

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A campaign brief. A risk review. An evidence checklist.

Applied work gives you something concrete to discuss with an employer, client or learning community.

Projects are course-specific. No employment or income outcome is promised.



# For the people you serve.

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Colleges, institutes and businesses can explore a focused Canadian course collaboration.

Review the curriculum. Discuss a pilot. Agree who teaches, supports learners and assesses the work.

Proposed discussion, not a ready licence. Roles, readiness, fees and any revenue share require written agreement.



# Where do you want to grow?

|    |                                 |       |
|----|---------------------------------|-------|
| 01 | Marketing & filmmaking          | 09-11 |
| 02 | AI for Oil & Gas                | 12-13 |
| 03 | Banking / AML & cyber           | 14-15 |
| 04 | AI in Healthcare                | 16-17 |
| 05 | AI Future Scholar / Grades 9-12 | 18-19 |

CPD facts 20 / Fees 21 / Your next step 22 / Sources 23-24

# Understand it. Put it to work.

- 01 Watch it**  
Understand the idea.
- 02 Try it**  
Explore examples and decisions.
- 03 Build it**  
Make work you can explain.
- 04 Prove it**  
Check the evidence and the limits.



# Make ideas into work you can show.

## Artificial Intelligence in Digital Marketing

FOR Marketers, small-business owners, content creators, students and career changers.

### EXPLORE

Brand voice and campaign briefs / Search visibility and content /  
Scripts, storyboards and film / Editing, consent and copyright /  
Campaign planning and measurement

Enrolment not yet open. CPD #1017517 / 23 credits.



# One business. Six connected modules.

## **01** Meet Your AI Team

Brand voice, personas and a brief.

## **03** The Content Studio

A content calendar and edited creative.

## **05** Finish It Like a Studio

Editing, captions and rights checks.

## **02** AI Does Your SEO

Visibility audit and topic map.

## **04** Direct a Film Without a Camera

Script, storyboard and planned shots.

## **06** Put Your AI Team to Work

A plan and client-style campaign pitch.

Build a campaign package, not a promise of leads or business results.

# 23.4%

## plan marketing automation

Of Canadian employer businesses planning AI use, 23.4% plan marketing automation. Q3 2026. Statistics Canada. [1]

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Prepare to make useful content, briefs and campaigns. This is adoption intent, not a jobs forecast.



### PUT YOUR LEARNING TO WORK

**A campaign brief, content plan, film materials and a client-style pitch.**

Applied practice described in the curriculum. Final delivery and assessment terms are confirmed before joining.

# Ask better questions. Plan safer AI.

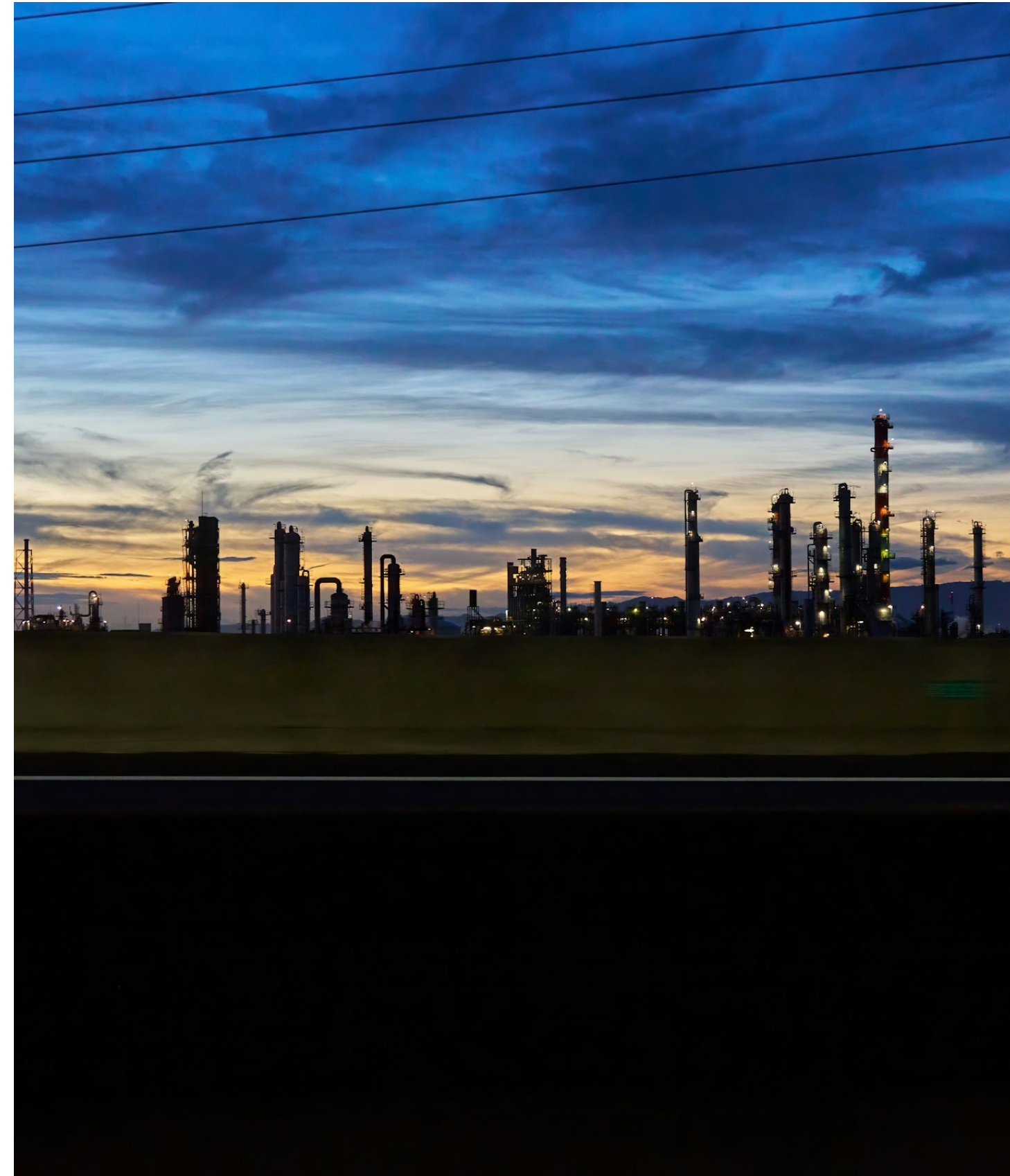
## CPD Certified Foundational AI Expert - Oil & Gas Sector

FOR Engineers, technicians, operations and HSE staff, and energy-sector team leads.

### EXPLORE

Problem framing and field data / Predictive maintenance / Digital twins and document AI / Operational cybersecurity / Emissions and adoption decisions

Build in progress. CPD activity #1018383 / 24 credits.



# 2,100

## projected Canadian openings

Petroleum engineers, 2024-2033. Replacement demand accounts for all openings; net job creation is negative. ESDC COPS, 2025. [4]

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A changing sector needs sound judgement. Strengthen your AI literacy. This course does not qualify or license you as an engineer.



### PUT YOUR LEARNING TO WORK

**Content areas include data quality, equipment health, risk and asset-level adoption planning.**

Applied practice described in the curriculum. Final delivery and assessment terms are confirmed before joining.

# Follow the signals. Explain the decision.

## AML and Cybersecurity for Banking

FOR Banking and credit-union staff, compliance and financial-crime analysts, staff of reporting entities.

### EXPLORE

Money-laundering foundations / The Canadian rulebook / Customer due diligence and risk / Transaction red flags / Cyber risk, reporting and escalation

Enrolment not open. CPD in review. Not licensure or FINTRAC recognition.



# 15,900

## projected Canadian openings

Cybersecurity specialists, 2024-2033: expansion and replacement openings. ESDC COPS, 2025. Broader occupation, not AML-only. [5]

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Prepare to connect cyber alerts, customer risk and evidence. This course is not a cybersecurity qualification.



### PUT YOUR LEARNING TO WORK

**Review fictional transactions, assess risk and practise an escalation and reporting narrative.**

Applied practice described in the curriculum. Final delivery and assessment terms are confirmed before joining.

# Before you trust it, question the evidence.

## Certified Artificial Intelligence in Healthcare Practice (CAIHP)

FOR Doctors, nurses, allied health staff, administrators, health IT and learners exploring the subject.

### EXPLORE

AI at the point of care / Documentation and verification / Evidence and local workflow fit / Privacy, consent and fairness / Oversight and adoption planning

In development. CPD activity #1018259 / 24 credits.



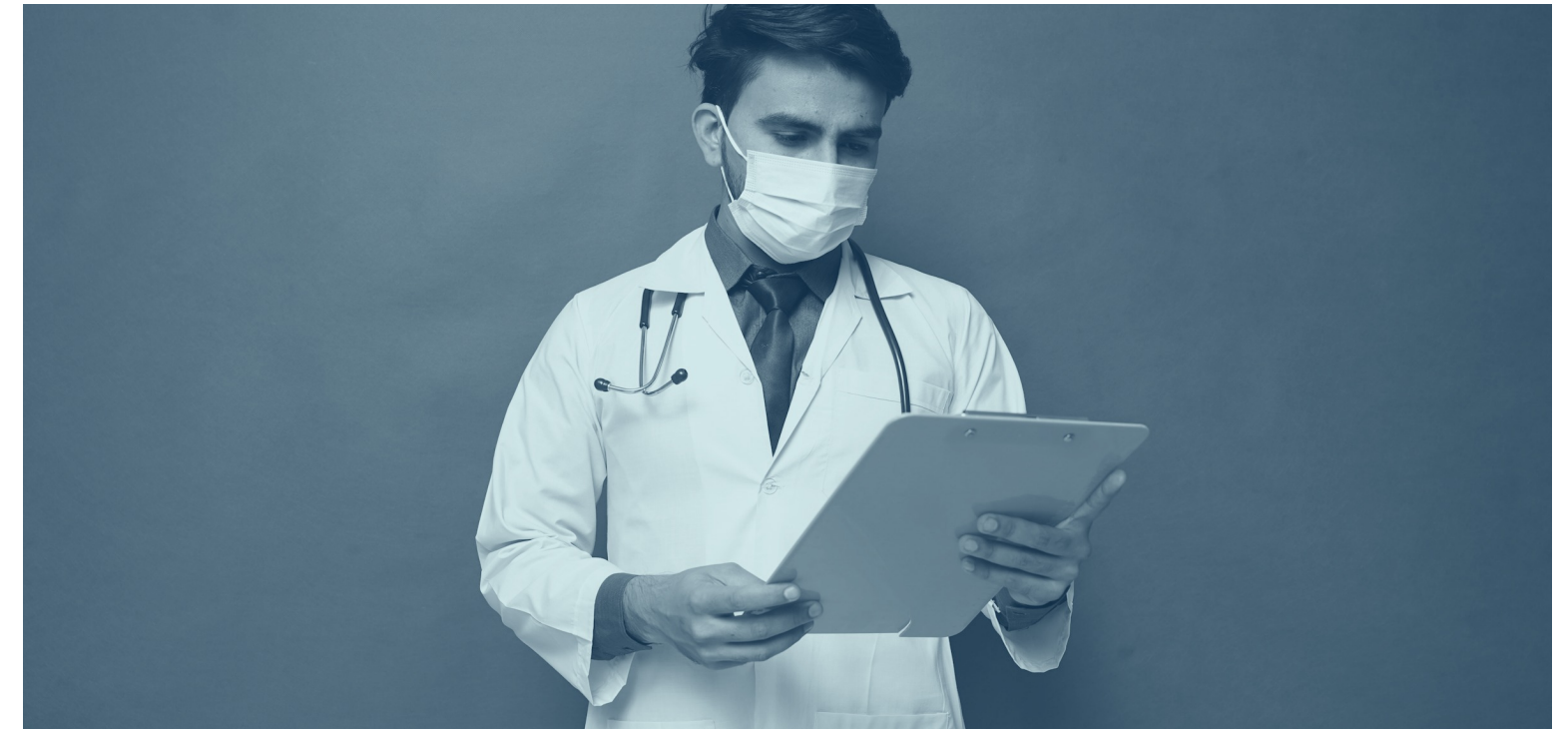
# 23.2%

## planned AI use in the sector

Canadian health care and social assistance businesses planning AI use within 12 months, Q3 2025; 11.4% in Q3 2024. Statistics Canada. [6]

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Build evidence, privacy and workflow judgement. This is adoption intent, not a clinical job or qualification.



### PUT YOUR LEARNING TO WORK

**Practise a vetting checklist and adoption brief using fictional cases. Not clinical qualification or permission to diagnose.**

Applied practice described in the curriculum. Final delivery and assessment terms are confirmed before joining.

# Stay curious. Think critically. Use AI safely.

## AI Future Scholar Certificate

FOR Students in Grades 9-12, with parents or guardians involved in access and participation.

### EXPLORE

How models make errors / Testing chatbot claims / Fairness and AI audits / Data privacy and safer use / Project design and explanation

Planned / build in progress. Guardian consent required. CPD activity #1018379.



# 39%

## of core skills may change

Share of workers' core skills employers expect to change by 2030. Global employer survey, WEF Future of Jobs Report 2025. [2]

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Start learning how to test claims and use AI safely. A global skills forecast is not a school-leaver jobs forecast.



### PUT YOUR LEARNING TO WORK

**Planned work includes rule-based activities, testing, privacy labels and explaining decisions. No finished-course claim.**

Applied practice described in the curriculum. Final delivery and assessment terms are confirmed before joining.

# Know what you are choosing.

CPD accreditation is specific to each named activity. Approved Provider #786002.

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## Artificial Intelligence in Digital Marketing

**#1017517 / 23 credits**

Valid to 25 Mar 2027

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## CPD Certified Foundational AI Expert - Oil & Gas Sector

**#1018383 / 24 credits**

Valid to 17 Jul 2027

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## Certified Artificial Intelligence in Healthcare Practice (CAIHP)

**#1018259 / 24 credits**

Valid to 25 Jun 2027

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## AI Future Scholar Certificate

**#1018379 / Credits: see terms**

Valid to 16 Jul 2027

## Banking / AML: CPD in review, not approved.

Saved Register records. Not a degree or professional licence. Accreditation does not mean enrolment is open.

# A clear next step.

## \$299

**CAD / AI Marketing online**

## \$399

**CAD / AI Marketing hybrid**

**Other courses: enquire for current fees.**

Confirm dates, support, assessment, cancellation terms and applicable taxes before payment.  
Enrolment is not yet open.



# Tell us where you want to go.

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Register your course interest. Ask about readiness, format, support and fees.

For partnership enquiries, tell us about your learners and the collaboration you have in mind.

No payment. No reservation. Terms are agreed before a commitment.



# Real numbers. Clear meaning.

**1****Statistics Canada / Q3 2026**

AI adoption plans and marketing automation. Canadian employer businesses, not all individuals or jobs.

[Read the original source](#)

**2****WEF / Future of Jobs Report 2025 / Skills outlook**

39% skills-change expectation. Global employer survey; not a Canada-only estimate.

[Read the original source](#)

**3****WEF / Future of Jobs Report 2025 / Jobs outlook**

170m created, 92m displaced, net +78m by 2030. Global macrotrend projection; not AI-only.

[Read the original source](#)

# Real numbers. Clear meaning.

**4****ESDC / COPS / 2024-2033 projection / 2025**

Petroleum engineers NOC 21332: 2,100 openings; 3,000 seekers. Balanced outlook, not a growth boom.

[Read the original source](#)

**5****ESDC / COPS / 2024-2033 projection / 2025**

Cybersecurity specialists NOC 21220. 15,900 openings; 18,700 seekers. Moderate risk of shortage.

[Read the original source](#)

**6****Statistics Canada / Q3 2025**

Health care and social assistance: AI adoption plans. Historical comparison, not current vacancies.

[Read the original source](#)

WEF also projects 170m jobs created and 92m displaced globally by 2030: net +78m. All macrotrends, not AI alone. [3]



# Your next chapter. Built with purpose.

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Illustrative photos do not depict our learners, staff or facilities. Cover: conceptual illustration.

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**Scan to register your interest**

No payment or enrolment reservation.