



IMPACT REPORT

2025

LETTER FROM THE CO-FOUNDERS

2025 tested many organizations, and Qatalyst Research Group was no exception. We navigated our share of disruption, adjustment, and uncertainty—while continuing to deliver for our clients across governments, industry associations, foundations, and non-profit organizations, etc. In a year shaped by political volatility and rapid technological change, we faced a fundamental question: how do we remain relevant and consistently useful as the environment around us shifts faster than ever?

Artificial intelligence accelerated that shift. AI tools evolved and proliferated at a pace that was often disorienting. We are now surrounded by unprecedented volumes of information, conflicting narratives, and low-quality “content” that can masquerade as insight. Decision-makers are being asked to act quickly, justify decisions publicly, and demonstrate impact—often with less patience for ambiguity and less tolerance for error.

As we listened to clients, partners, policymakers, and collaborators, a clear theme emerged: **trust is becoming a differentiator**. More than ever, organizations need advisors who can validate information, distinguish signal from noise, and turn complexity into a clear way forward. They need partners who can manage data responsibly, explain trade-offs, and apply judgment—not just generate outputs.

That is where we have been focusing our energy. We have become more AI-focused because our clients need faster results, more consistent quality control, and better ways to work with large volumes of qualitative and quantitative evidence. But we are equally clear-eyed about AI’s limits. In our view, the future belongs to organizations that combine human expertise—context, ethics, lived experience, and accountability—with carefully governed technology that improves speed, transparency, and rigour.

This is the direction Qatalyst is taking: building an AI-enabled consulting practice that expands what we can do, without compromising how we do it. That means investing in tools and methods that support stronger analysis and deeper insights by leveraging an incredible amount of knowledge generated over the years (we are on our 839th project!). It also means evolving our service offerings so we can help clients harness technology to not only understand their environments but operate effectively within them.

This impact report reflects that journey. It captures a year of learning, experimentation, and development. We are grateful to our team, our clients, and our collaborators for their trust and openness—especially in a year when change demanded both humility and imagination.

We enter the next year with a clear purpose: to remain a trusted partner in decision-making and to lead responsibly as AI reshapes the work our sector exists to do. We will continue to do what we do best: gather evidence, validate information, and make meaning in a crowded and noisy world.

“Over the past year, we did not simply “adopt” AI; we studied it critically, tested it against real-world workflows, and asked where it genuinely strengthens our practice.”



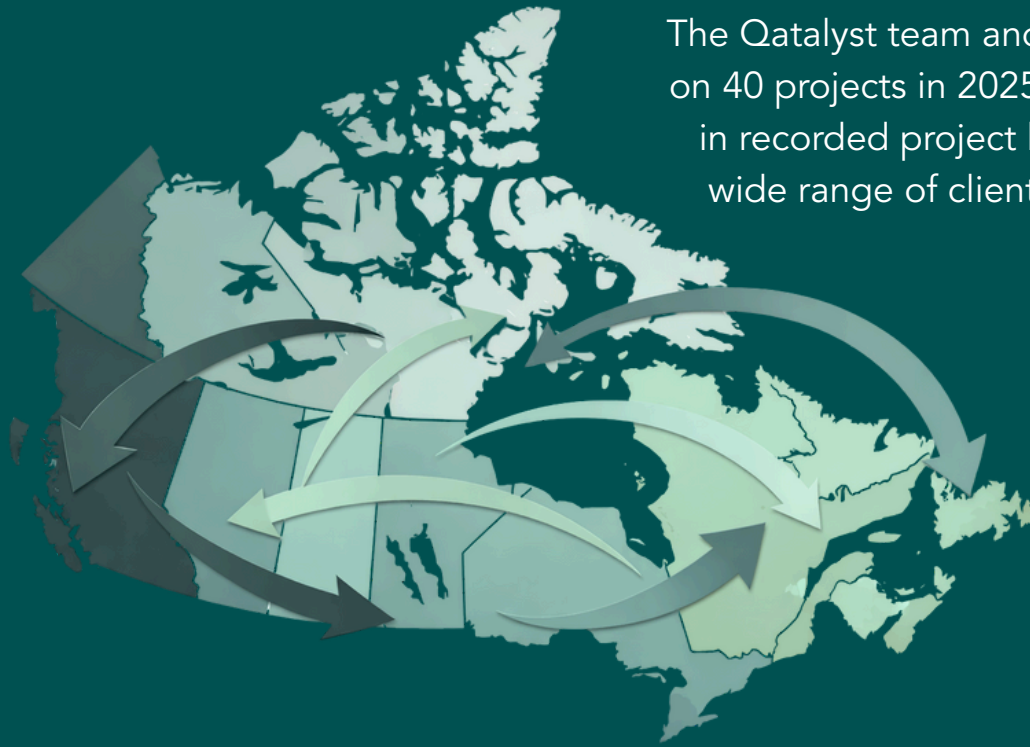
Ted Weicker, President



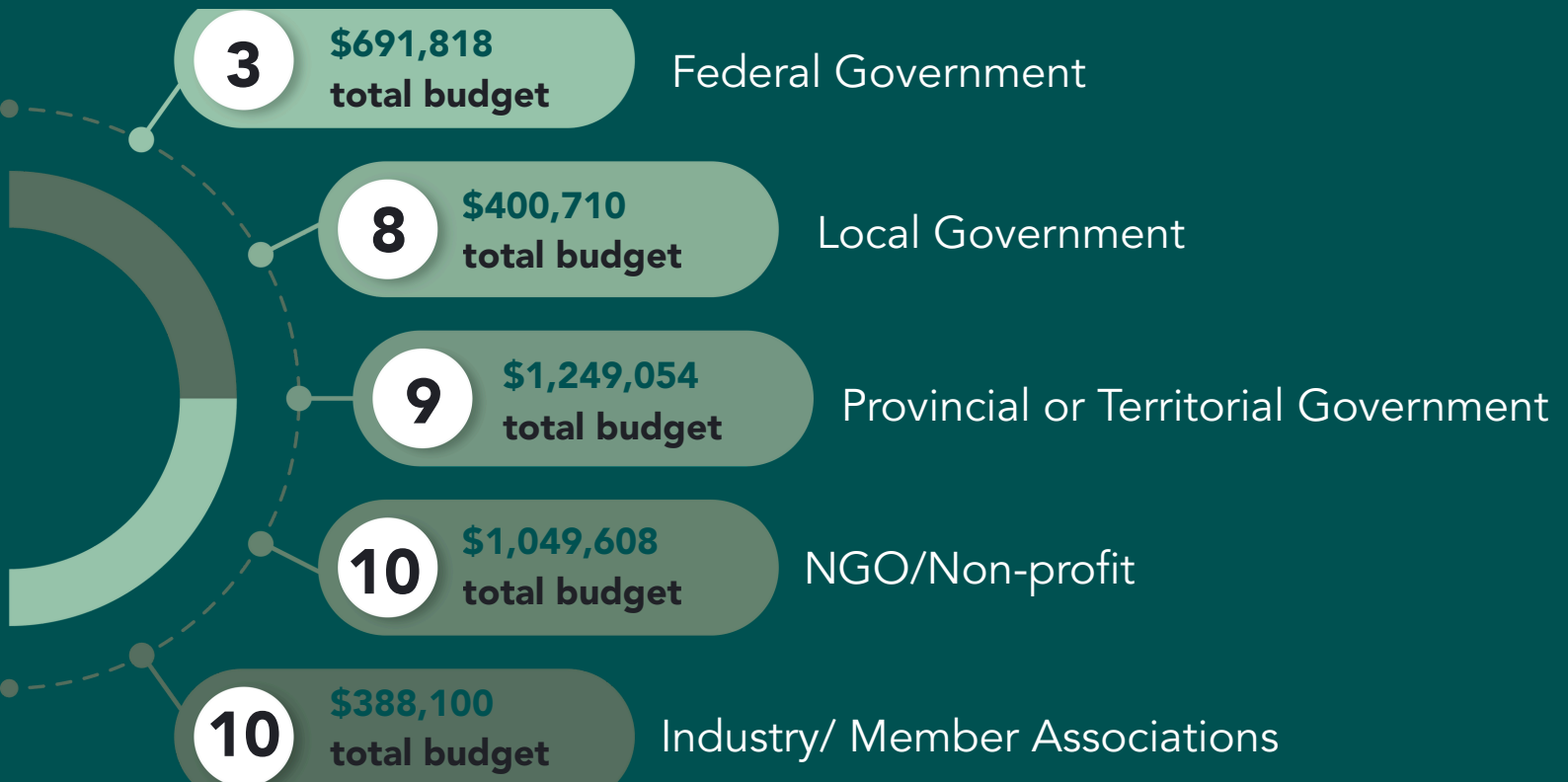
Slavica Stevanovic,
Managing Partner

SCALE AND REACH

The Qatalyst team and associates worked on 40 projects in 2025, with \$3.78 million in recorded project budgets serving a wide range of clients across Canada.



\$3.78M BUDGET **40** PROJECTS



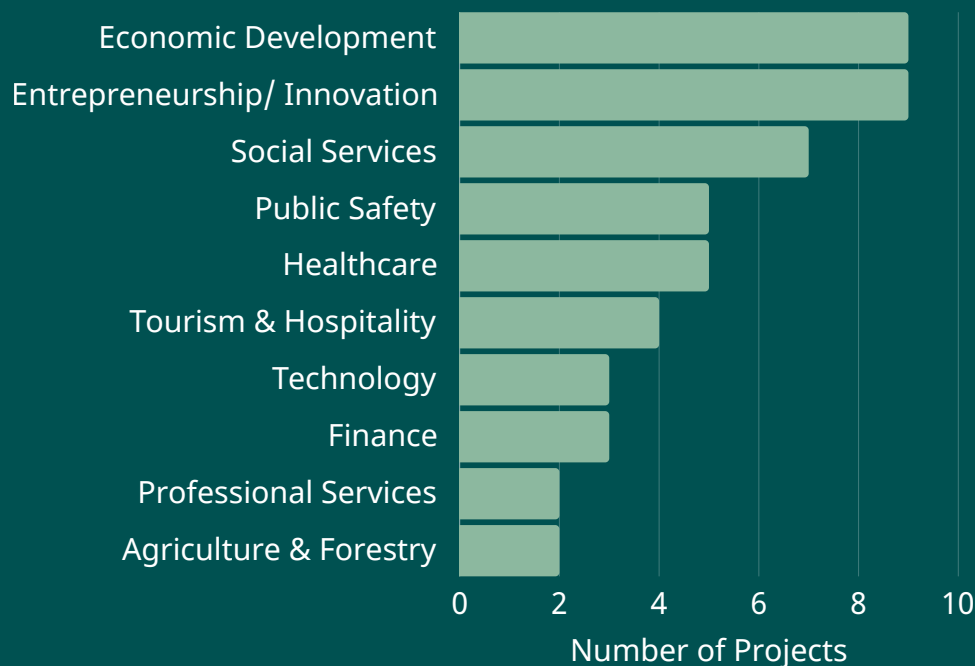
PRIMARY SUBJECT AREA AND SECTORS

Service Areas



The portfolio spanned multiple sectors, with repeated engagement in **economic development and entrepreneurship/innovation**, and meaningful work in conservative "high-stakes" domains such as **social services, healthcare, and public safety**—indicating impact across both community outcomes and service delivery systems.

Industry Sectors



EXTENSIVE STAKEHOLDER ENGAGEMENT

Our team conducted extensive and broad stakeholder and community engagement. The interviews, surveys, workshops, and discussions included government officials and policymakers, health professionals, educators, law enforcement, front-line service providers, industry and business leaders, non-profit leaders and service providers, advocacy groups, Elders, youth, community leaders, equity-seeking groups, and vulnerable community members.

We worked with over 30 First Nations communities across different regions on a range of issues -health, mental health, economic development, human services, etc.

"We are incredibly grateful to everyone who took the time to share their experience, knowledge and insights with our team."



650+

**One-on-one
Interviews**



4,000+

**Surveys
Completed**



45+

**Workshops +
Storytelling
Sessions**

300+ participants



50+

**Technical &
Final Reports
delivered**

Presented to 200+
decision makers

IMPROVING OUR INTERNAL SYSTEMS WITH AI



Automated 50% of our proposal development function using AI

We transformed our proposal development process by integrating AI at every stage, dramatically reducing time-to-submission while maintaining quality and consistency.

01

Identifying RFPs

Automated scanning and monitoring of relevant opportunities

02

Generating an RFP summary for faster bid decision making

Quick analysis of requirements and fit assessment

03

Creating a proposal outline

Structured framework aligned with RFP requirements

04

Assembling our boiler plates and past content relevant to a particular RFP

Intelligent retrieval of proven content from our knowledge base

05

Developing methodology drawing on a large number of our most effective proposals

Best practice synthesis from 839 projects

06

Proofreading and final completion check

Quality assurance and consistency verification

IMPROVING OUR INTERNAL SYSTEMS WITH AI

Advanced Transcript Analysis

Our internal AI tools handle cleaning, summarization, and thematic analysis organized by research questions or topics. This eliminates the manual "cutting and pasting" processes that traditionally consume weeks of researcher time.

Deep Qualitative Analysis

We built an AI-supported framework that allows our team to efficiently analyze, verify, and synthesize insights from large volumes of unstructured qualitative data.

We created an extensive prompting framework and guide, informed by the latest best practices from AI and LLM experts. This framework helps our team generate consistent, meaningful outputs across research tasks.

"AI tools are like highly capable interns — they can do remarkable work once you give them clear, detailed instructions. The key is to articulate not only what you want, but also what to avoid."



Comprehensive Literature Review

The tool walks the user through a multi-stage process where they define the research questions, establish parameters for the selection of materials, search for resources or facilitate uploading of resource material, summarize findings, prepare an outline, and developing the first and a second formatted drafts with citations.

Keeping humans in the loop

We designed our AI workflows to keep people integral at every step. Our team reviews, validates, and approves each stage to ensure results that are reliable, accurate, and ethically sound.

HELPING OUR CLIENTS ADOPT AI

Benchmarking AI Tool:

We worked with Chef's Table Society to develop a benchmarking tool that takes input from management and sometimes staff members through a detailed questionnaire, benchmarks the organization against others in the database, identifies opportunities for improvement and links the users to resource materials, knowledge database, online materials or LLM-generated recommendations that can assist them in making those improvements.



**Input
Collection**



Benchmarking



**Opportunity
Identification**



**Resource
Connection**

Operationalization of Performance Measurement Strategy

We supported our client in developing tools and systems to collect ongoing performance data from their partners, stakeholders, and target groups. We developed an online portal that not only created a structure and tools for data collection but by embedding AI into the system, created more efficient ways of analyzing information, visualizing data, creating flexible dashboards for segmenting information across organization and generating internal and external reports.



**Data
Collection
Structure**



**AI- Powered
Analysis**



**Dynamic
Visualization**



**Automated
Reporting**

WHAT'S NEXT

FOCUS ON THE LABOUR MARKET AND ECONOMIC DEVELOPMENT



Over the past five years, we've completed more than 70 Labour Market Studies and Economic Development Strategies for municipalities, workforce boards, and industry organizations. Building on this extensive experience, we're now helping our clients navigate the next major shift — the growing impact of artificial intelligence on work and economic systems.

Our current work helps organizations explore:

How AI is transforming labour market demands across industries, sectors, and occupations.

How AI is reshaping traditional approaches to labour market information and economic development.

How worker recruitment, development, and retention strategies must evolve in an AI-driven economy.

How to design workforce attraction and retention strategies that align with the realities of AI adoption.

BUSINESS PROCESS TRANSFORMATION

AI is already changing the way we work — from day-to-day operations to strategic decision-making. While many teams are adopting AI tools in their daily workflows, organizations often struggle to understand how these tools are used, where productivity gaps remain, and what new skills their workforce needs to fully leverage AI.

We are guiding our clients through this transformation by helping them assess their AI readiness, identify opportunities to streamline processes, and equip their teams with the tools and capabilities to work more effectively alongside emerging technologies. Our goal is to help organizations unlock the productivity and innovation potential of AI—responsibly and sustainably.

If your organization is embarking on this journey, exploring these challenges or opportunities, we'd be happy to share how the Qatalyst team can support your AI strategy and workforce transformation initiatives.

Please contact us at info@qatalyst.ca