

· THREE YEARS IN

Deep *change.*

A new [shiftflow.ca](https://www.shiftflow.ca), three years to the day from the first essay.

NICK SCOTT · PRINCIPAL

Founder, ShiftFlow

SWIPE →

○ THE STANCE

What we *claim*.

All transformation is change, but
not all change
is *transformational*.

WHAT SHIFTFLOW IS

A systems transformation studio.

We help leaders close the gap between how their organization is built and what the environment is actually asking of it.

“

AI did not change what transformation requires. It made the gap *obvious*.

NICK SCOTT · SHIFTFLOW · APRIL 2026

A PERMANENT LIBRARY

The new shiftflow.ca.

A *permanent library* behind three years of public writing.

3

ARMS

Practice. Products.
Praxis.

3

CASE STUDIES

Situation → Shift →
Flow, applied
across sectors.

3

WAYS TO START

Three
assessments.
Honest
measurement.

28

ESSAYS

Three years of
writing, indexed
and searchable.

THE SHAPE OF THE FIRM

A practice. A set of products. *A body of writing.*

01



Practice

How we work

Four engagements: Labs & Accelerators, Capacity Building, Design Sprints, Strategic Planning.

02



Products

What we have built

Three assessments.
Three tools. One platform on the way.

03



Praxis

Why it works

Three years of essays.
Five Principles for AI in Public Service. Scan → Incubate → Scale → Advise.

THE RECEIVING SYSTEM

Above and below *the surface.*

Most change is built above the line. Most outcomes are decided below it.

ABOVE · WHAT CHANGE LOOKS LIKE

New strategies. New platforms. New policies. New pilots. The visible surface of transformation.

Visible, and applauded.

NEW STRATEGIES

NEW PLATFORMS

NEW POLICIES

NEW PILOTS

BELOW · WHAT DECIDES

The cultural, operational, and governance substrate that determines whether anything new sticks or reverts.

Unseen, and decisive.

WAYS OF THINKING

WAYS OF ORGANIZING

WAYS OF RELATING

WAYS OF UNDERSTANDING

WAYS OF ACTING

PROOF

Three *case studies.*

Situation → *Shift* → *Flow*, applied across sectors.

01

FEDERAL · INNOVATION LAB

Pilots do not scale. *The system built around them does.*

02

PROVINCIAL · HEALTH SYSTEM

Capability scales with *the receiving system that holds it.*

03

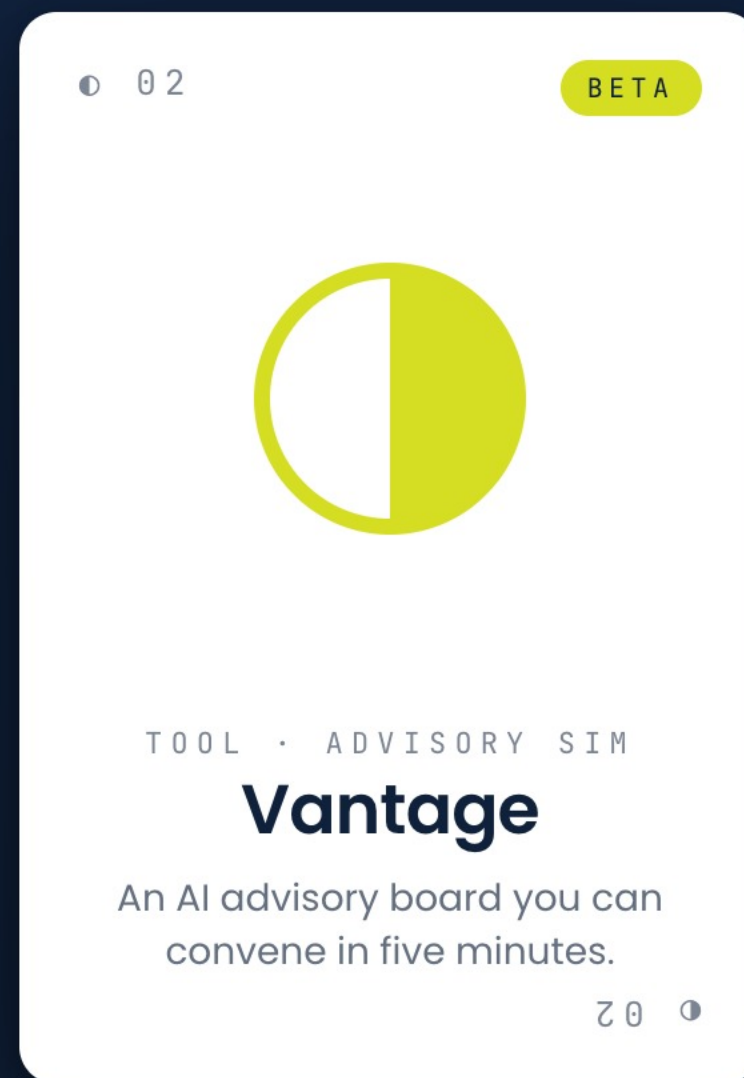
PROVINCIAL · WHOLE-OF-GOVERNMENT

Transformation is *a capacity commitment, not a strategy.*

WHAT WE'VE BUILT

Three tools.

From a card deck to an *AI advisory board*.



START HERE

Three assessments.

Three honest reads on *where you actually stand.*



INNOVATION

Shift Innovation

Innovation Maturity

7 dimensions, 35 questions.
12 minutes.

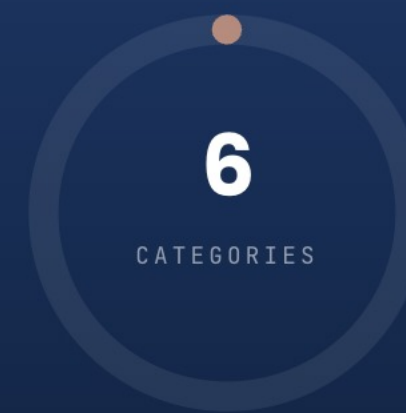


EXPERIENCE

ShiftCX

CX Maturity

5 dimensions, 15 sub-dimensions.
12 minutes.



READINESS

DT Readiness

Digital Transformation

6 categories, 18 questions.
10 minutes.

WHO THIS IS FOR

The new site is for the *people closing the gap.*

○ **Public** *sector* 01
Government, labs, agencies.

○ *Foundations* 02
Philanthropy and systems change.

○ *Enterprise* 03
Complex transformations.

○ **Cross**-*sector* 04
Coalitions and collaboratives.

· DEEP CHANGE ·

shiftflow.ca

Three years in. *The library opens today.*

Take an assessment →

Read the essays →

Book a conversation →

NICK SCOTT · PRINCIPAL · 19 MAY 2026