Invest Ottawa DMS Future Proof
Success Story: Unearth Education Éveillée

The Story
Unearth Education Éveillée (UEÉ) provides skills-based training that shapes the leaders of tomorrow. Through tailored certifications, programs, and events, UEÉ helps students build transferable skills that will ensure they are equipped to successfully secure employment and adapt to the future of work. Jennifer Regnier, CEO and Owner of UEÉ, founded the company in 2018 with her colleague Cathy Belanger, now Curriculum Director and Business Skills Consultant. Providing services in both French and English, the UEÉ team is well equipped to ensure all students have the foundational skills to succeed in the next steps towards their professional journey.

The Obstacle
At the time of the Digital Main Street Future Proof program’s launch, UEÉ had just begun pivoting to online learning due to COVID-19 regulations. Because UEÉ was fairly new, they were struggling to access the necessary resources that would help them launch their programs digitally. They also had not yet fully articulated their business proposition resulting in confusion when communicating with stakeholders and consumers about the services they offered.

The Solution
The Digital Main Street Transformation Team worked with UEÉ to focus their messaging and develop a clear business proposition to ensure customers could understand and navigate the necessary next steps for their programs and offerings. The team also helped UEÉ pinpoint their target audience, develop brand guidelines to leverage the momentum they were experiencing, and focus the business to develop a clear marketing strategy. The UEÉ team was left with a digital marketing strategy, brand guidelines, email templates, and coaching services to support the growing business.
The Update and the Future

UEÉ far exceeded their original business goals for the year: they have now expanded from three employees to a team of over 13. Jennifer is excited to have made the pivot online and sees the value that an online service offering brings teachers and students. UEÉ hopes to extend their services nationally and begin work with even more passionate teachers who can help bolster the program and its offerings.

Testimonial

“In terms of convenience, the DMS team understood that we were busy and took the lead on the project so that it wasn’t so cumbersome on us, which was invaluable,” says Jennifer of the program. “If I think about everything that they did in two weeks, it’s incredible. Their team approach to the project was phenomenal, and their support came at a pivotal time.”

Get Connected!

Jennifer Regnier
Co-Founder, Unearth Education Éveillée

uneartheducation.com

facebook.com/Uneartheducation
linkedin.com/company/unearth-education-eveillée

Helping you sell online and build a future-proof business.  
Learn more and apply →