PIONEERING ETHICAL AI

AND CUSTOM E-LEARNING SOLUTIONS IN CANADA

Philippe Richard Bertrand has more than 25 years of experience in information technology and consulting services. When he noticed a troubling aspect to the growth of AI software, he decided to act.

Bertrand is the President and CEO of illuxi, a Canadian company headquartered in Montreal that specializes in e-learning and digital transformation services.

illuxi offers three key products:

- *Learning Management System (LMS)* — A digital platform for delivering, managing, and tracking organizational training at scale.

- *Custom library of Canada-specific training content* — Tailored to Canadian needs, illuxi created culturally relevant training materials to address gaps often found in U.S.-focused content.

- *AI-powered training (in development)* — An upcoming feature that will evaluate employees, curate personalized training programs, and reassess comprehension through automated processes.

Role-Playing to Assess Skills

illuxi began as a leadership training initiative led by Bertrand, who visited organizations to coach employees and managers. When the COVID-19 pandemic made in-person sessions impossible, illuxi pivoted to a fully online, product-oriented business model. Today, 90 per cent of the company's revenue comes from online services.

Early on, illuxi developed seven immersive role-playing games to assess participants' leadership skills prior to training sessions. These games allowed participants to make decisions that influenced the story's outcome, creating skill profiles resembling psychological analyses.

This approach, Bertrand said, enabled tailored training sessions that were based on individual results, giving illuxi a competitive advantage over traditional consultants and training companies.

"It gave us an edge," Bertrand said. "We became very popular by doing that, compared to traditional consultants, to traditional learning companies."

Public Sector Connections

The municipal sector, Bertrand said, plays a vital role in directly serving communities. But as cities grow and federal and provincial governments delegate more responsibilities, municipalities face increasing challenges.

For example, Montreal's homelessness crisis led to the creation of a new department where social workers were often promoted to leadership roles without adequate training. Bertrand said upskilling and reskilling these workers with state-of-the-art training is essential to address such issues effectively.

Small to mid-size municipalities often lack the budgets and personnel to create this type of content. Collaborating with illuxi alleviates much of the outside work and cost. To improve this collaboration, illuxi is focusing its attention on AI.

Creating an Ethical AI Tool

AI is often intimidating, especially for HR professionals who fear human workers will be replaced by robots and automations.

Bertrand said illuxi's AI project will facilitate the building of training material. There is good training material in newspapers, in publicly traded publications, in magazines, and from universities. And so, illuxi's AI agent will look at PowerPoints, PDFs, and training videos that currently exist.

But, unlike systems like Chat GPT and OpenAI, Bertrand is focused on an ethical approach. As an example, illuxi is in negotiation with The Global and Mail to allow its AI agent to have a license that will allow it to gather data co-operatively — and not just steal it.

"What I saw in the AI right now is scaring me — not scaring me in terms of how it can move a society. Many AI engines are simply stealing content from open data sources. They're stealing intellectual property," Bertrand said. "So we said, OK, we know the training sector. Let's try to do something new that will help with reskilling individuals, departments, or even whole organizations. We wanted to do it ethically."

BRIEF HISTORY

illuxi develops products and services that facilitate the sharing of knowledge and the transmission of skills.

Knowledge transfer is an important key to meeting current and future organizational challenges. That's why, since 2013, illuxi has been developing tools that allow more than 200 clients and 205,000 learners to generate and share their knowledge ever more efficiently.

Whether it's managing your employees' learning, providing training to your customers, or to facilitate exchanges between all the actors, the illuxi team and platform are your technology partners.

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