

The Boiling Frog Dilemma: Saving Canada from Economic Decline

What creates wealth? Well, the answer may surprise you.

Economic wealth isn't created by oil and gas molecules in the ground, nor by an auto assembly plant. It isn't created by tax credits or subsidies. It isn't even created by economic development programs. Wealth starts with one thing: an idea.

In this presentation, based on the book he wrote with ATB Financial colleague Rob Roach, Todd claims that Canada in the 21st century is at risk of falling behind internationally. We need to seriously "up our game" in terms of creativity, innovation, risk taking, entrepreneurialism, cosmopolitanism, community and re-thinking environmental stewardship—or risk becoming economically irrelevant on the global stage.