



Central Counties Tourism Annual Symposium 2020

Keynote Speaker: Doug Griffiths



Doug Griffiths retired from politics in January 2015 to actively pursue his passion of helping communities, organizations and businesses grow stronger. In his best-selling book, *13 Ways to Kill Your Community*, Doug identifies challenges and opportunities that all our communities' face. The lessons that come from those stories are applicable to all type of communities, whether they are towns, organizations, or businesses.

Growing up on a ranch outside of a small community was a great practical education for Doug, giving him a strong work ethic and critical thinking skills. He went on to also acquire an Honors B.A. Philosophy, followed by a B.Ed., and he recently completed the Executive MBA program at the University of Alberta. Education, whether he is learning or teaching, has always been an important aspect of his life.

After teaching and ranching for several years, Doug successfully served as an elected Member of the Legislative Assembly in the Province of Alberta for four consecutive terms. In that time he served in two senior Cabinet portfolios as Minister of Municipal Affairs and Minister of Service Alberta, as well as three junior positions in Agriculture, Finance and Solicitor General.

He asserts our biggest challenge is not that we lack good plans, but that we lack the right perspective and attitudes. That is why Doug helps communities identify what is holding them back from finding success, and then helps them overcome it. Then, he helps to build them back up and works with them to find their pathway to success.

Doug's talents include: seeing through the lies we tell ourselves, overcoming bad attitudes, targeted and focused tactical planning, communicating with those who are afraid of change, and building enduring prosperity for communities. His passion lies in building strong communities, because within strong communities leadership can succeed, businesses can prosper, and families can find great quality of lives.