



CENTRAL COUNTIES

## **Central Counties Tourism Annual Symposium 2021 COLLABORATION, COOPERATION AND THE FUTURE OF COMMUNITIES**

### **Keynote Speaker: Doug Griffiths**



**Doug Griffiths** is a popular community strategist and author of the famed book, *13 Ways to Kill Your Community*. He has supported, guided and inspired hundreds of communities to create effective change. Griffiths is a former Canadian politician and Member of the Legislative Assembly of Alberta. He retired from politics in January 2015 to actively pursue his passion for helping communities.

Doug's mission is to help North American communities identify what is holding them back from finding success. He works with communities to develop strategies to help them overcome their weaknesses. His solutions have built up many communities and allowed them to get on a better path.

In his talk on *Collaboration, Cooperation and the Future of Communities*, Doug believes we all know the adage: if you want to go fast, go alone, but if you're going to go far, go together. We see the value of cooperating, yet we don't. Instead, we outright refuse to work together because of illogical reasoning and irrational fears. We stand alone, we feel safer, and yet our communities shrink, and our economies die. This presentation will utilize humorous stories and blunt truth as it takes you through the myths of cooperation held by the public, administration, and community. In addition, it will show you the best places to start working together, and just how good it can be to collaborate and cooperate.

The 13 Ways President and CEO grew up on a ranch outside of a small community. His upbringing was a great practical education for Doug, as it gave him a strong work ethic and critical thinking skills. Griffiths holds both an Honors B.A Philosophy and B. Ed from the University of Alberta. He has also completed the Executive MBA program at the University of Alberta.