

# THE MODERN ECONOMIST

## T TODD HIRSCH

Helping people better understand how to adapt to change in the 21st century economy through storytelling.



### Vice President & Chief Economist, ATB Financial

For over 20 years, Todd has worked as an economist at numerous organizations including the Canadian Pacific Railway, the Canada West Foundation and the Bank of Canada. For almost a decade, Todd taught economics at the University of Calgary.

Todd has served on the University of Calgary Board of Governors and is the chair of the Calgary Arts Academy. He also currently serves on the boards of the Glenbow Museum and the Alberta Ballet.

### SPEAKING TOPICS:

- **Adapting to Sudden, Unwanted Change.**
- **Can Your Economy Evolve?**
- **Morphing Work.**



**Todd is a fantastic speaker and communicator.**  
*Using powerful images and story, he was able to convey economic information in a truly unique and relatable way. It was extremely useful to our organization.*

*Shpendi Elmazovski, CPA, CA - CFO Canada, JTI - Macdonald Corp, Mississauga, Canada*



## Adapting To Sudden, Unwanted Change.

With the challenges bearing down on us, adapting to new realities seems daunting. But what if adapting is easier than we think? Consider this story of the NASA spiders adapting to change.

### LISTENERS WILL COME AWAY WITH:

- inspiring stories about adaptability and resilience, both in humans and in nature
- a better understanding of how sudden, unwanted change is both inevitable, but also manageable with we prepare
- a list of traits to develop, which will prepare them for inevitable unwanted change in the future

## Morphing Work.

Thrive in our relationships with work, income and life. Allow a moment's luxury to think and pave the path to the future. The nature of work and employment was changing long before COVID, but the pandemic has accelerated trends. There's a disconnect between high unemployment and labour shortages.

### LISTENERS WILL COME AWAY WITH:

- a clearer understanding of how the nature of jobs, tasks, work and careers are morphing
- factors which influence our work world, particularly emotions and personal connections
- new ways to better prepare themselves – and their employees – for the changes ahead

## Can Your Economy Evolve?

We don't live in a static economy but a fluid, dynamic result – the outcome of a million decisions being made every minute. Good public policy can help nudge it in certain directions, but the evolution of the economy is largely in our own control.

### LISTENERS WILL COME AWAY WITH:

- a better understanding of "the economy" and how our actions influence the results
- new ways to think about government and economic policies, and a challenge to reconsider our expectations
- a list of three pillars that we must address if we are to not only rebuild, re-imagine and evolve our economy but THRIVE!



*We brought Todd to Dublin, Ireland to speak to an audience of high level executives and government officials interested in bi-lateral trade with Canada. Todd brought the information to life through his use of images and story. The audience was so engaged by his unique style, that the guests still talk about the presentation today. I'd highly recommend Todd for any kind of event.*

*– Laureen Regan, President, Ireland-Canada Centre for Commerce, Calgary*

## Bonus!

### ADD A SECOND (OR THIRD) TALK!

Save the cost of bringing in another speaker (and their travel expenses) while adding incredible value to your event by adding another presentation for just a nominal fee per additional presentation.

**RECORD THE PRESENTATION.** For a nominal licensing fee, you can videotape the presentation so that employees who were unable to attend the event are able to watch and participants at the event can stay inspired.

**ENERGIZE A PANEL DISCUSSION.** Have Todd moderate or sit in on a panel discussion in addition to his keynote.

**Something else? Todd is open to any other creative value-added ideas you might have!**



### Stay in Touch with Todd NEWS & VIEWS

Entrepreneur



ALBERTA  
CHAMBER OF  
RESOURCES



### SOME OF TODD'S CLIENTS:

ECONOMIC DEVELOPERS ALBERTA  
CHARTERED PROFESSIONAL ACCOUNTANTS (CPA) CANADA  
CALGARY CHAMBER OF COMMERCE  
MOUNT ROYAL UNIVERSITY  
FEDERATED CO-OP LTD  
CANADIAN INVESTOR RELATIONS INSTITUTE

### Audio-Visual Preferences:

- Clip on lavalier (lapel-style) microphone (preferably NOT over-the-head style).
- Set up for PowerPoint (if conditions allow).

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