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**The social-economic success drivers of Northern Europe:
A comparative view between Finland and Canada.**

Questions for today

- What make some countries of Europe, like Finland, socially and economically successful?
- The introduction of The Possibility Model as a framework for social-economic success.
- How do Canada's federal and provincial governments, its businesses and its people compare to some of the more advanced European countries in terms of social-economic performance?

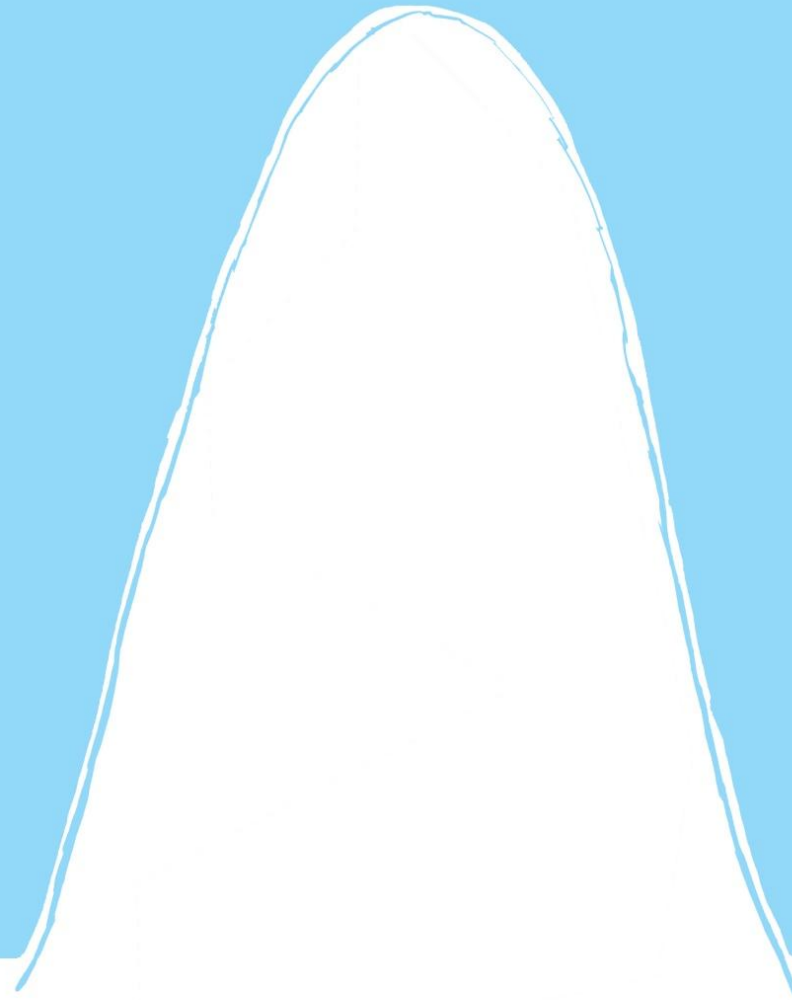
The Finnish – Canadian Miracles?

- ❑ The **best country** in the world; *Newsweek Magazine 2010*
(Canada 7th)
- ❑ **Best basic education** in the world; *PISA 2003, 2006*
(Finland 2nd - Canada 5th in 2009)
- ❑ **Happiest country** in the world; *Gallup World Poll 2010*
(Finland 3rd- Canada 5th in 2011)
- ❑ **Least corrupt country** in the world; *Transparency International 2007* (Finland 3rd – Canada 10th 2011)
- ❑ **Top ten most-competitive country** in the world; *WorldEconomic Forum 2000-2011* (Finland 4th – Canada 12th 2011)

- Martti Ahtisaari
- Matti Alahuhta
- Anne Brunila
- Hjallis Harkimo
- Mikael Jungner
- Ilkka Kanerva
- Jukka Karjalainen
- Petri Kokko
- Seppo Kulmala
- Pekka Lundmark
- Raija Mattila
- Risto Nieminen

- Sauli Niinistö
- Kirsti Paakkanen
- Susanna Rahkamo
- Martin Saarikangas
- Kai Seikku
- Risto Siilasmaa
- Timo Soini
- Alexander Stubb
- Harri Syväsalmi
- Anssi Vanjoki
- Peter Vesterbacka
- Lasse Virén

The Possibility Model



The Possibility Model

An open mind



The virtuous circle of the open mind



Knowledge



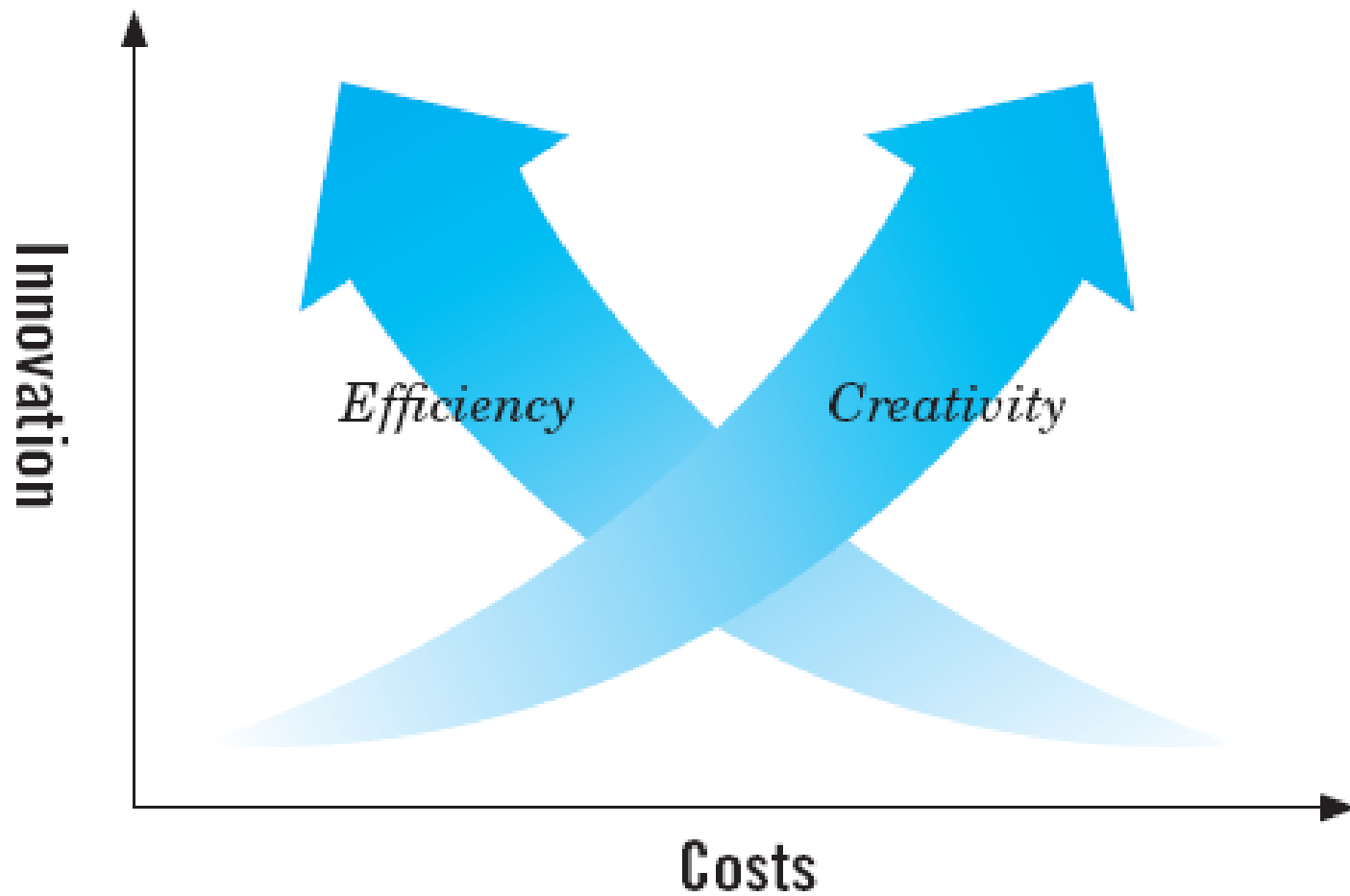
Tolerance



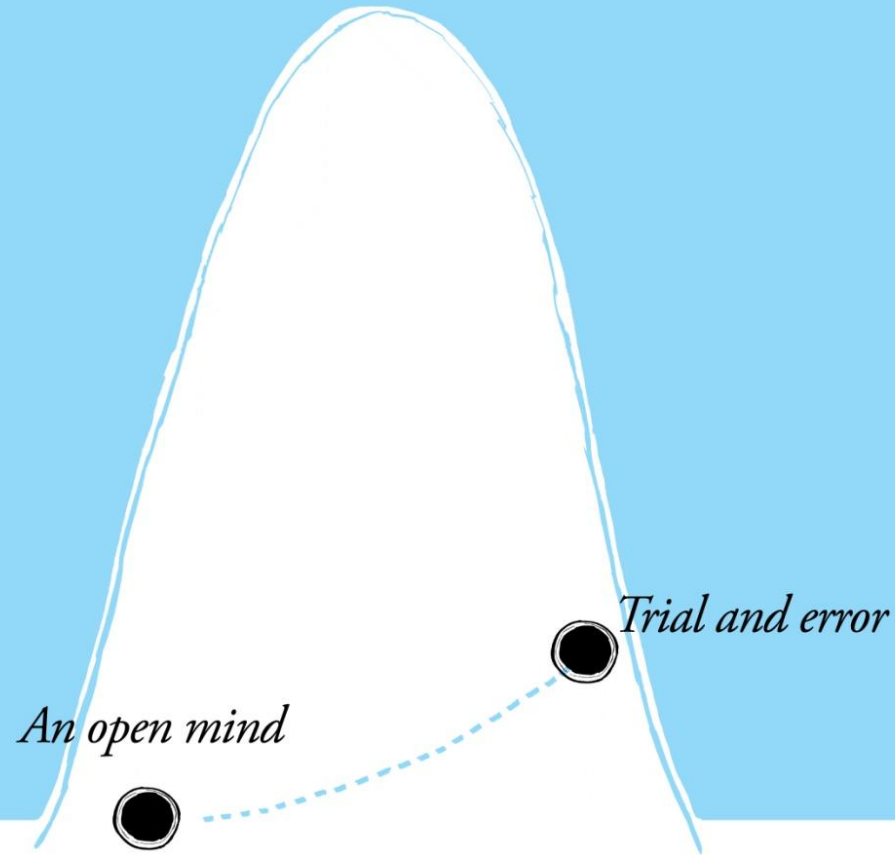
Energy



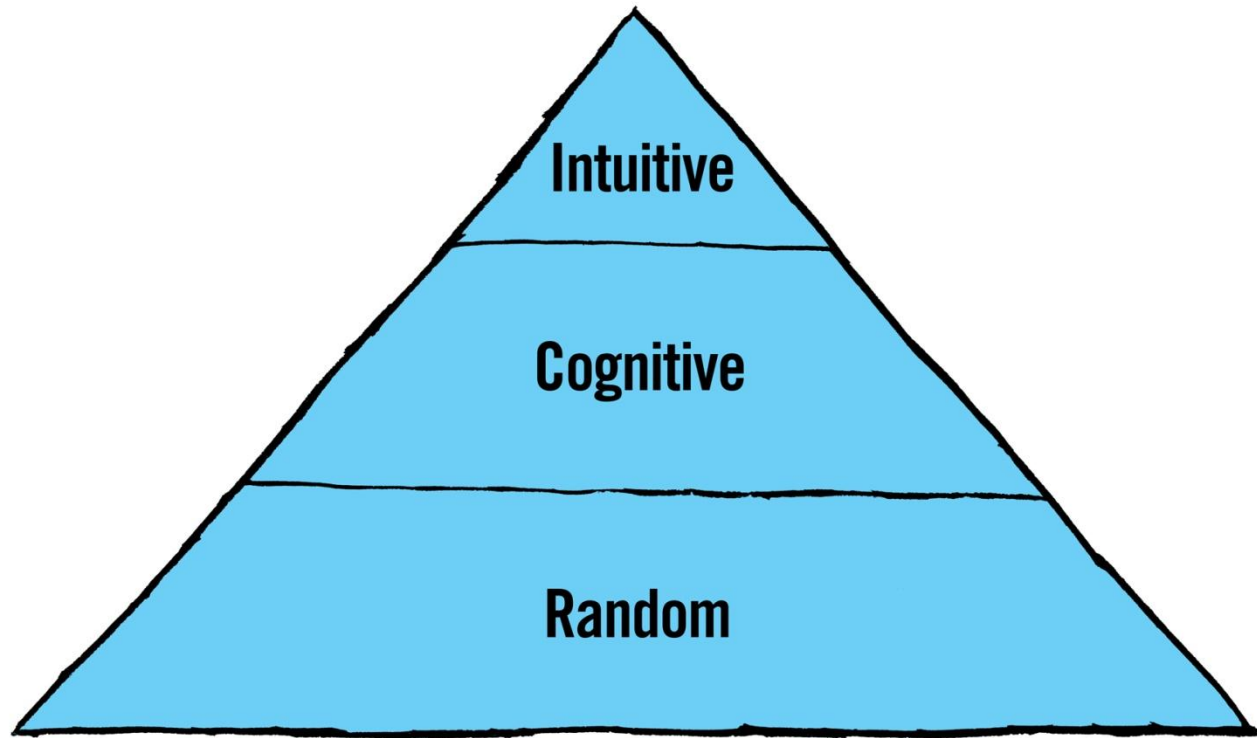
The Relativity Model of Efficiency to Creativity in Innovation



The Possibility Model



The hierarchy of trial and error



The Possibility Model

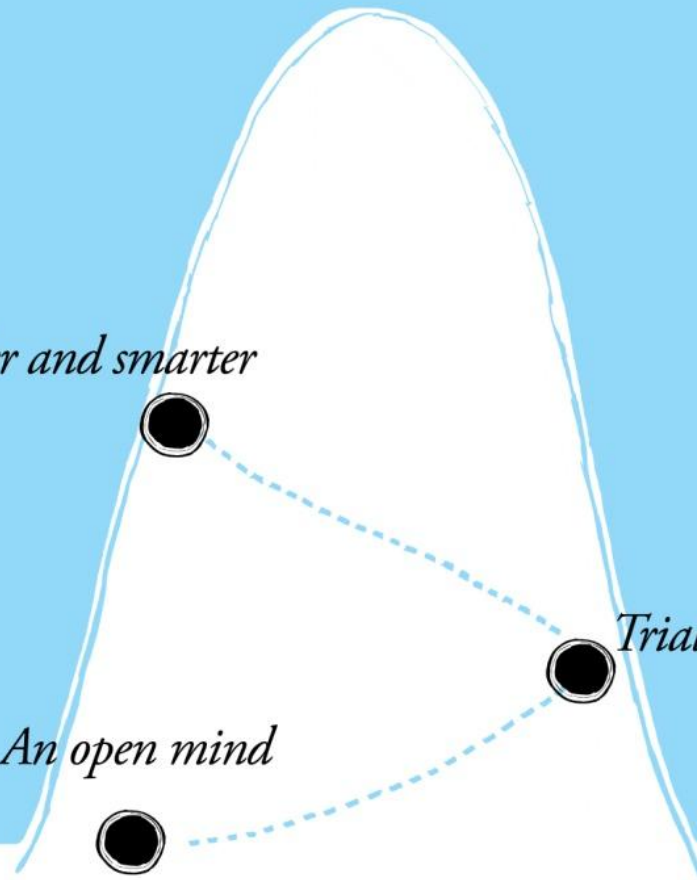
Working harder and smarter



Trial and error



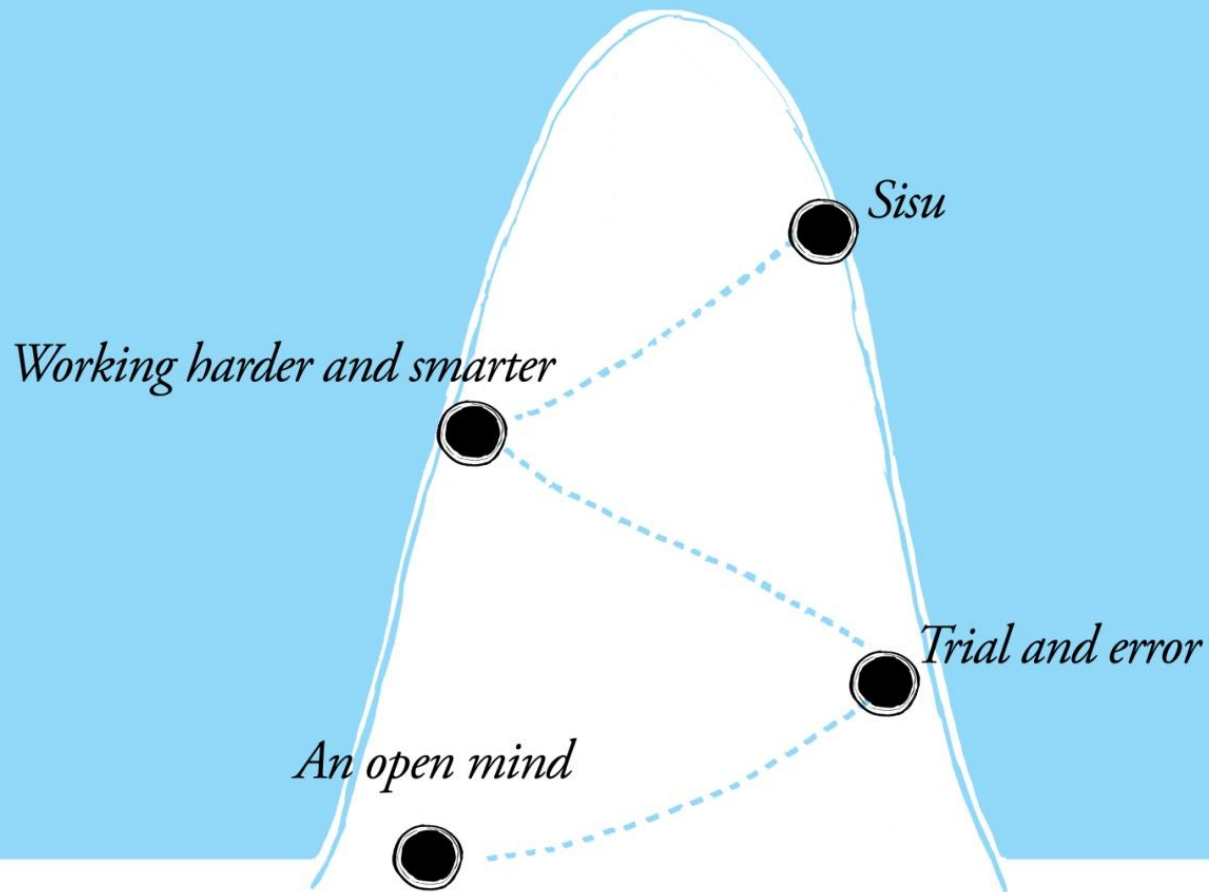
An open mind



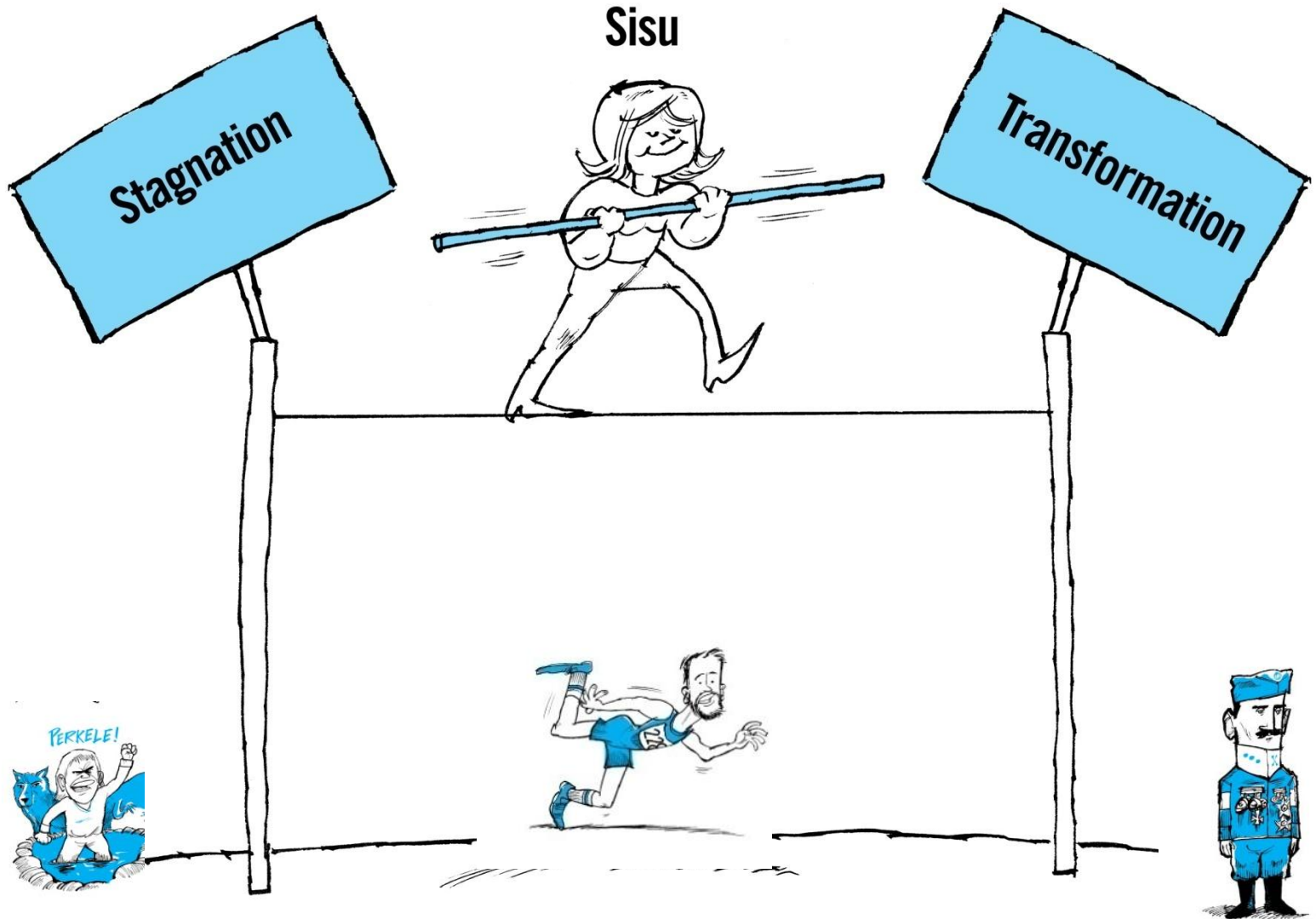
WORK UTILITY = EIC
EFFORT X (INTELLIGENCE + CULTURE)



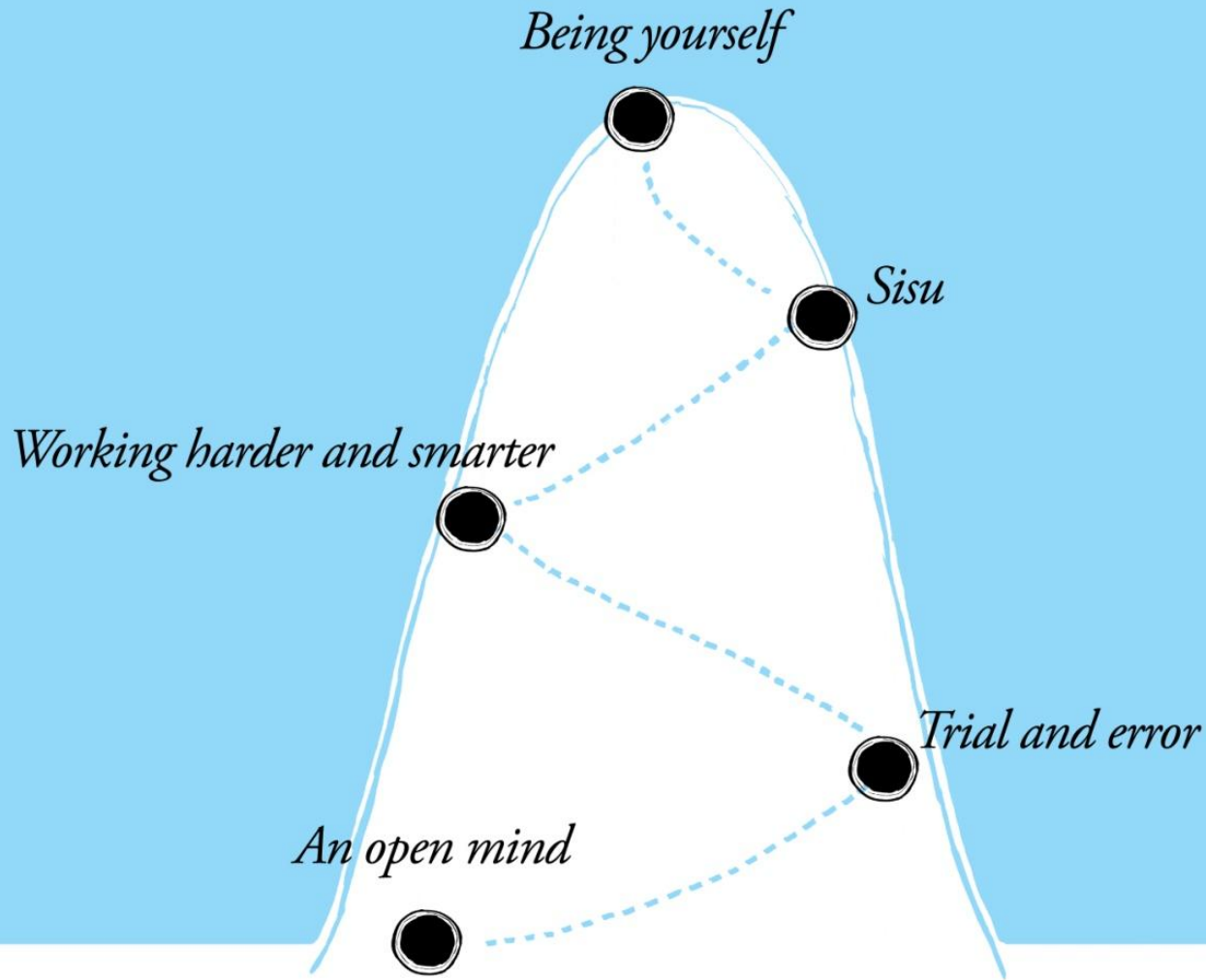
The Possibility Model



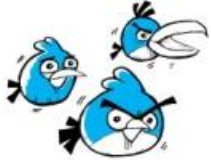
The Sisu tightrope



The Possibility Model



The Holy Grail of being yourself

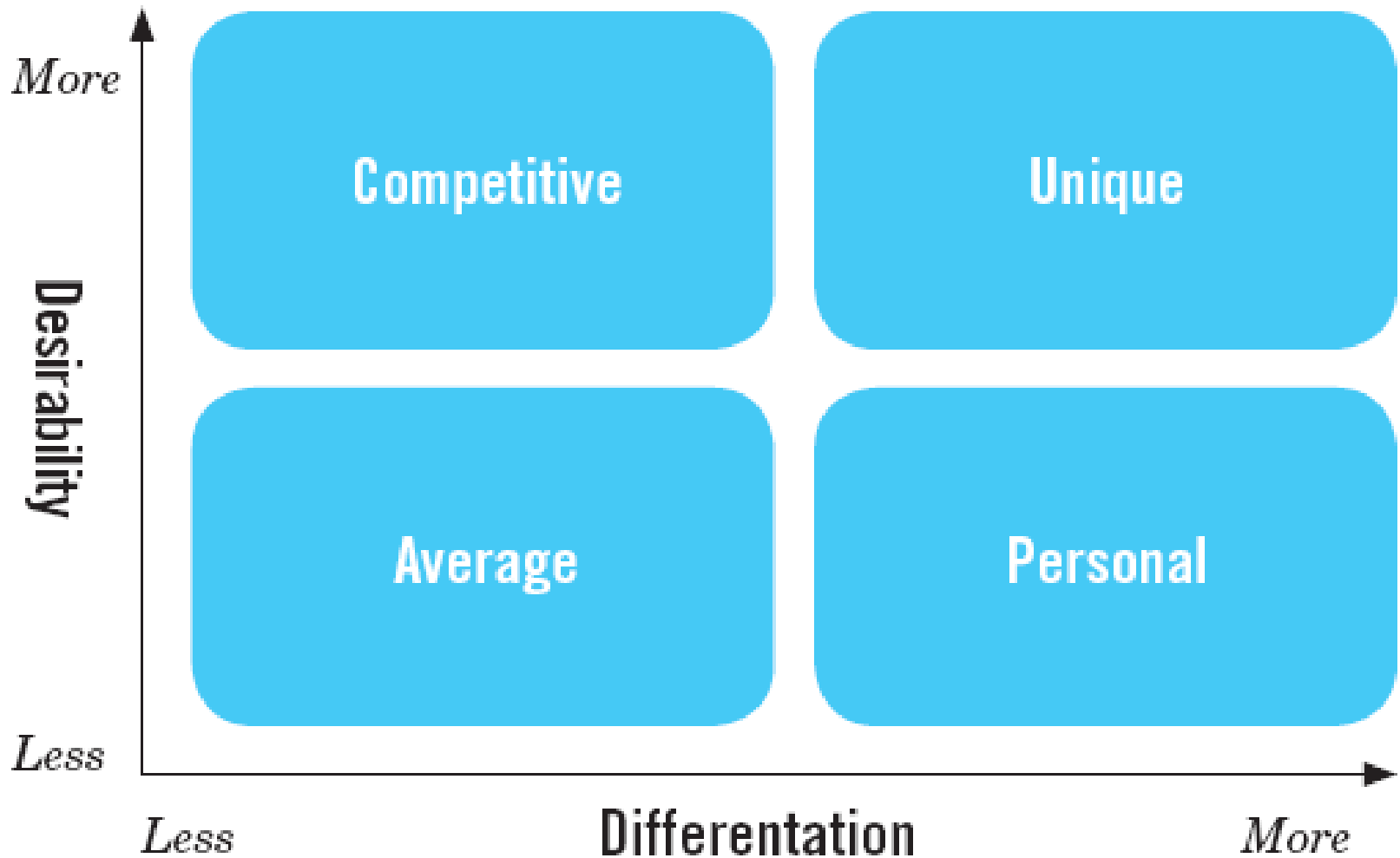


Confidence

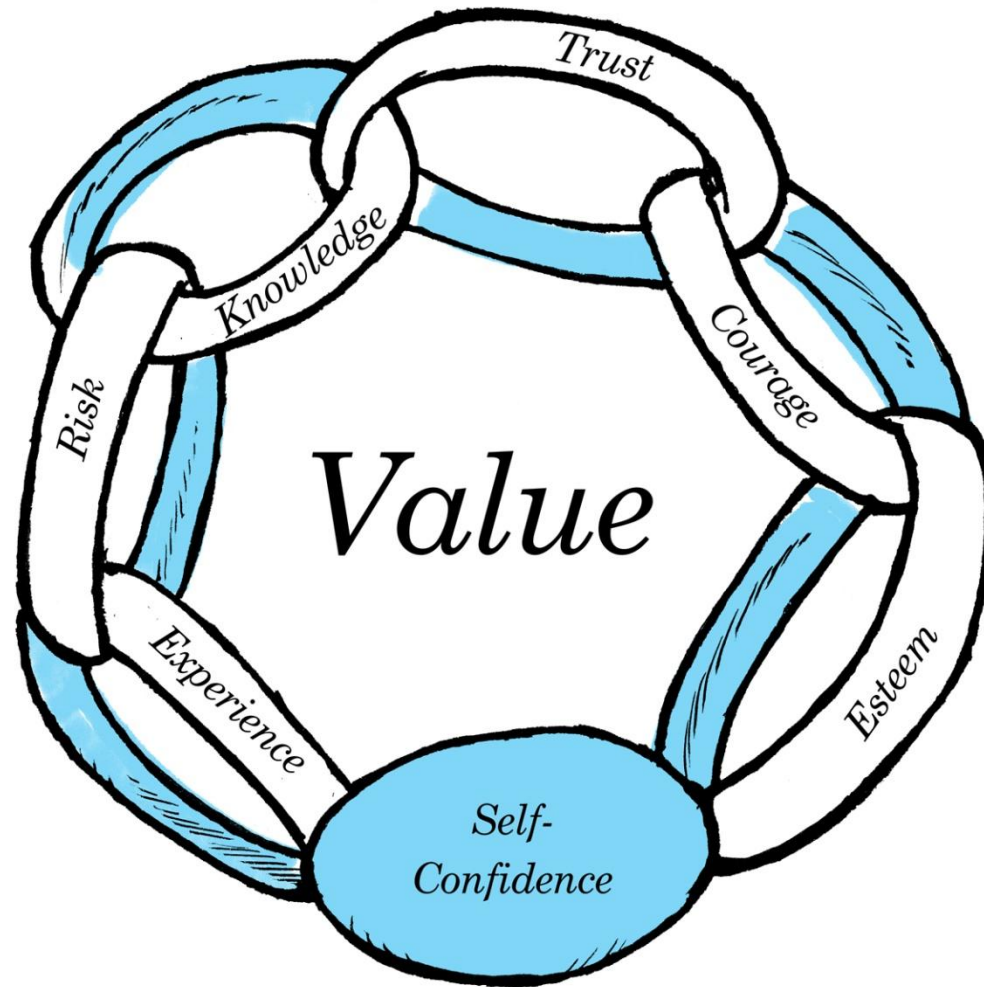
Authenticity

Personality

The 2D model of positive uniqueness



The Self-Confidence chain



The Finnish Miracle

André Noël Chaker