

I want your help to speak to Canadians about the changes in attitude we need if we are to be successful in meeting global competition.

Attitudes won't change overnight. It is going to take hard work to break down barriers of suspicion and distrust built up over many years. I'm not pretending that finding ways to cultivate partnerships between schools and the business community is going to be effortless. Nor do I expect the tradition of confrontation between unions and management suddenly to disappear. But we have to start securing our future prosperity, and the starting point is finding new ways of working together.

Many of you learned that as your companies converted to Total Quality Management (TQM). I like to think of the Prosperity Initiative as TQM on a national scale. For Canada's economy, with its high costs and high wages, the only choice is to adopt the process of continuous improvement. Non-quality products and services cost the Canadian economy an estimated \$100 billion a year -- just under one sixth of our gross domestic product.

Canada's poor productivity performance could be turned around by implementing TQM everywhere. Eliminating activities that don't add value for the consumer often dramatically improves productivity. Motivation and commitment among employees are enhanced by involving the entire work force in quality management; employees get greater job satisfaction and are more likely to be good candidates for investments in training.

I have no doubt that Canadians would support Canada operating under TQM principles, if Canadian business, labour, governments and educational institutions showed leadership in adopting TQM.

The Prosperity Initiative is about adopting that leadership. More important, the Prosperity Initiative is about winning the commitment of Canadians to making the changes to ensure that we produce nothing but quality products and services.

With a commitment to TQM and a new competitiveness grounded in the traditional Canadian values of co-operation and teamwork in tackling and solving common problems, Canada can compete successfully. The Prosperity Initiative process will reshape and continue reshaping Canada's economic success for the next decade and beyond.

The global challenge we face is a race without a finish line. Let's show that we have the strength and qualities to be a leader in that race. I believe we do.

Thank you.