

WE DO NOT TEACH BLAND FACTUAL DATA. WE TEACH STUDENT WHY THINGS ARE. STUDENTS LEARN STEP BY STEP ABOUT GLOBALIZATION, COMPETITION AND HOW COUNTRIES COMPETE IN A GLOBALIZED ECONOMY. A TALL ORDER? YES, BUT WATCH HOW WE GENTLY WALK THEM THROUGH IT IN TERMS RELEVANT TO THEM:

## 2. How Canada is connected to the rest of the world through trade

Notice the fun graphics! Notice the short text boxes!

### COMPETITION:

Everyone can now buy and sell their products around the world. When you buy something, will you get the best product for your money or the worst? You need a guitar and have \$200. Suppose you have a choice between a good guitar and a lousy one and both are \$200. Which one would you buy? Most people would buy the good guitar. It's the same for all products.



The world has become one giant store and only the best products sell. If you make a lousy product today, go to bed. It won't sell. If you make a good product, it might sell sometimes. To sell all the time you have to make the very best product in your category in the world.



### STRATEGY:

You need a plan if you are going to compete in the world.. Your plan is called your “strategy”. **A good strategy uses things or advantages you have** and your competitors don't.

To make the best cheese, you need the best ingredients. You need milk and cows. That's why the best cheeses come from places where there are cows<sup>1</sup>. It's tough to make lots of fine cheese at a good price in the Arctic.



Resources are valuable things you have. So what resources and advantages does Canada have?

<sup>1</sup> ...or other animals we get milk from.