

**Michel D. Landry PT, MBA, PhD**  
Candidate Statement

It is an honor to be considered for the position of President of World Physiotherapy. I have spent the last 30 years as a physiotherapist, working in settings stretching from clinical, academic, humanitarian, and entrepreneurial ecosystems. I have witnessed the life altering influence that physiotherapists make on individuals, families, and communities all over the world. Not only do our interventions impact quality of life, but we also influence the quantity of lives all over the world. I mentioned in my 2020 Enid Graham Lecture to members of the Canadian Physiotherapy Association that we as physiotherapists mediate the health, social and humanitarian injustices that have occurred to people by no fault of their own. However, the challenges that we face in the years ahead will be different than those of yesterday, and so we must continue to innovate and engineer ourselves to unlock our full potential as ‘change makers’ of tomorrow.

*I seek your nomination as President because I believe in a future where we, the global and diverse community of physiotherapists, confront challenges together and where the voice of each physiotherapist is heard.* There is no doubt in my mind that our future will be better than our past, and I believe that I have the experience and passion to lead World Physiotherapy into its next phase. I present to you a model of priorities that I believe to be template for the future of World Physiotherapy (See Figure 1).



**Figure 1: Making the Connection, and Moving Forward Together**

**1. Visioning and Creating the Future of Physiotherapy:** In “Physiotherapy Otherwise,” physiotherapist colleague and theorist Dr. David Nicholls<sup>1</sup> argues that physiotherapy has attained astonishing levels of success among the constellation of health professionals, but that important challenges are emerging that will constrain our privileged position. It is my opinion that the devastating health-related sociopolitical and ecological changes emerging from post pandemic period invites us to challenge our collective assumptions surrounding the nature of what physiotherapy ‘was’, ‘is’ and ‘can become’ in the future. We know that the professional status of physiotherapists varies greatly across global jurisdictions, for instance, some colleagues struggle to be recognized as health professionals, whereas other still seek protection of their earned title, and still further others battle to establish laws that will recognize them as specialists. I believe that the ‘best way to predict the future, is to create it...’ As such, I commit to realizing a fully inclusive global visioning initiative for the future of physiotherapy.

**2. Moving Towards Decentralized and Distributed Leadership:** World Physiotherapy’s purpose, is *“To represent physiotherapy across the globe, advancing our profession and advocating for all, to improve health and wellness.”* To achieve this, World Physiotherapy has operated under governance model that is a blend of centralized and decentralized leadership and management. One the one hand, this model has led to impressive growth and expansion of value-added activities; on the other hand, advanced communication technology has greatly facilitated and opened new opportunities for real-time global discussions and collective decision-making. In my opinion, World Physiotherapy’s regions, subgroups, and networks are its collective ‘DNA’ and that strategically moving towards empowering and enabling the Member Organizations towards becoming a strong locus of activity, control and ultimately self-determination is important. Economists have often asserted, ‘A rising tide lifts all boats’ meaning that improvement to each individual benefits a whole community. Moving towards greater empowerment and influence within each of our current and future Member Organization will strengthens our entire network.

**3. Driving Greater Diversity, and Transparency, in All That We Do:** The global network of physiotherapists is formed of colleagues who speak different languages and who live and practice in all parts of the world. We are a community comprised of people of all abilities, identities, faiths, experiences, and opinions. Each one of us matters. The richness of ideas and opinions is key to our evolution and survival as physiotherapists in an increasingly complex geopolitical ecosystem. To reach World Physiotherapy’s strategic plan by 2026, diversity and transparency must be interwoven into the very fabric of World Physiotherapy. As World Physiotherapy continues along a path toward greater collectivity, the inclusion for all voices and perspectives will enrich our ability to think, act and behave with purpose. Moreover, new digital communication tools must fully eliminate language and location of our global community as a barrier to full participation and inclusion. I would fully commit to ensuring global diversity and inclusion as a core value and purpose in all World Physiotherapy’s activities.

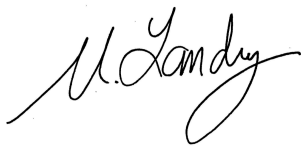
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<sup>1</sup> <https://criticalphysio.net/2021/11/29/what-is-physiotherapy-otherwise-3/>

**4. Highlighting the Value of Membership for All:** World Physiotherapy is the sole international voice for the profession and represents 685,000 physiotherapists across 125 Member Organizations. The growth in the size, scope, and influence of World Physiotherapy over the last decade is remarkable and an authentication of the diligent work of the Staff, Board, Member Organizations, Networks, Sub-Groups and individual physiotherapists. Building on these successes, we must continue to ‘connect’ our communities and create a sense of belonging for all. Given that membership has important financial implications for all, and that substantial global variation in the size and financial stability of Member Organizations exists around the world, we must clearly articulate the value of membership among all Member Organizations, large or small. Building on a strong basis and foundation, I would work to assure that value of membership for all Member Organizations is made more clear and transparent by develop a real-time ‘dashboard’ regarding World Physiotherapy’s collective actions and operational plans.

If elected President, these would be my key priorities. I believe that I have the experience, dedication, and passion to make an important contribution on the organization and profession that I cherish. I invite you to join me in building the future of physiotherapy.

Sincerely,

A handwritten signature in black ink that reads "M. Landry". The signature is fluid and cursive, with a large, stylized initial "M" and a long, sweeping underline.

Michel D. Landry PT, MBA, PhD