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Canada Will Find Its Way Back

By Dale Jodoin
Columnist

Canada is in a rough place right now. You can feel it when you talk to people at the grocery store, at the coffee shop, or waiting for the bus. Folks are tired. Not just tired from work, but tired in their bones. Tired of being talked down to. Tired of being told they are the problem. The job market keeps shrinking. Tens of thousands of Canadians have stopped looking for work because they see no future in it. Young people are stuck bouncing between short contracts and low pay. Seniors, people who worked their whole lives, are now showing up in shelters. Food banks are busier than ever. These are not rumors. They are happening right now.

At the same time, billions of taxpayer dollars are leaving the country. We are told there is no money for housing, health care, or seniors, but there always seems to be money for something else. That makes people angry, and it should.

Many Canadians feel like they no longer recognize their own country. If you speak up, you are labeled. If you ask questions, you are attacked. Disagree with the government and you are called names instead of being answered. That is not how a healthy country works.

There is also a growing feeling that some groups are allowed to be openly targeted. Christians are mocked. White people are told they are guilty just for existing. Many people are afraid to even say that out loud because they do not want to lose their job or friends. But pretending it is not happening does not fix it.

Canada was built on the idea that you earn your keep. You work hard. You help your neighbors. You raise your kids. You do not expect special treatment, but you expect fairness. That idea is being pushed aside and replaced with something else. Something that says your value depends on which group you belong to.

That way of thinking will not last forever.

History shows this again and again. Movements built on division always burn out. They get loud. They get angry. Then they collapse under their own weight. It may not happen fast. It may not happen in my lifetime. But it will happen.

Canada has been through worse times than this. The Great Depression nearly broke families. Two world wars sent young men overseas and left scars that never healed. People suffered. People went hungry. But the country pulled together because families stuck together.

That is what matters now.

Pull your family closer. Talk to your kids. Eat meals together when you can. If one of your children has been deeply influenced by a university or online world that teaches them to hate their own country or family, be patient. That is hard. They may say things that hurt. They may call you names. They may tell you that you are everything wrong with the world.

Stay calm.

In time, many of them will learn who really cares. It will not be activist groups. It will not be loud online movements. It will be the people who showed up when life got hard. Family always matters in the end.

Do not stop loving each other. Love is not weakness. It is what holds people steady when everything else is shaking. You can be strong and still care. You can fight for your country and still be kind.

There is a lot of talk about hate these days. But most regular Canadians are not hateful. They are worried. They are stressed. They are trying to protect their kids and hold onto something familiar in a fast changing world.

That does not make them bad people.

It makes them human.

Canada does not need saving by outsiders. Nobody is coming to rescue us. The only thing we have is each other. Neighbors. Families. Communities. That is how this country was built in the first place.

We also need to stop being afraid of our friends. The United States is not our enemy. Americans are just people, same as us. They argue. They vote. They make mistakes. Whoever is leading them at any moment does not change that. Fear helps no one.


What Canada needs now is honesty. Honest debate. Honest media. Honest leaders who remember who they work for. Not activists. Not donors. Not loud online crowds. Regular people.

This period will pass. The anger will burn itself out. New generations will look back and ask how things got so divided. They will also rebuild. My hope is that my grandchildren will live in a Canada that remembers fairness, hard work, and respect again.

That future will not be handed to them. It has to be protected, talked about, and fought for. Calmly. Clearly. Without hatred.

Stay chill, Canada. Do not turn on each other. Hold your ground without losing your heart. That is how countries survive hard times.

We have done it before. We will do it again.



The Italians Call It “Sprezzatura”

By Nick Kossovan

Nothing kills attraction faster than the smell of effort. When you appear to be trying to impress, you've already lost; people can smell your desperation, which most job seekers show signs of. Rare is the job seeker who controls their emotions and whose actions appear fluid. The Italians call it sprezzatura, the art of making "the difficult" seem effortless.

In his 1528 work The Book of the Courtier, Renaissance author Baldassare Castiglione described sprezzatura as "a certain nonchalance, so as to conceal all art and make whatever one does or says appear to be without effort and almost without any thought about it".

Essentially, sprezzatura is the art of "studied carelessness," making difficult actions look effortless. Worth noting: with consistent practice and patience, any art can be learned and even mastered. Sprezzatura practitioners maintain a relaxed style that seems unintentional, never revealing the effort behind their actions. When you display "struggle," such as complaining about your job search on LinkedIn or criticizing how employers hire for their business, you publicly display that you can't manage your emotions, which diminishes your status.

Remaining silent is better than saying or writing something that could negatively reflect on you, particularly with employers. Moreover, a nonchalant attitude—it'll be what it'll be—is much more appealing than desperate action or the display of frustration and anger.

Not to undermine Castiglione, the first step in applying the art of sprezzatura to your job search is to adopt a not-giving-a-f*ck attitude, a mindset that's critical to confidence and, in the context of job searching, reduces anxiety and helps you cope with the frustrations of job searching, such as ghosting, long hiring processes, rejection, and months of silence.

Those you admire and respect are likely individuals who embody a not-giving-a-f*ck attitude. Caring less about external validation, trivial opinions, critics, haters, and uncontrollable outcomes, such as whether you're ghosted, receive feedback, or get hired, frees up much-needed mental energy for self-trust (read: increase your confidence). Ultimately, not caring about what's out of your control, which is the majority of your job search, allows you to concentrate on what you can control: your actions.

A job seeker who exhibits sprezzatura makes a strong first impression. Rather than appearing overly anxious or desperate, their nonchalant demeanour conveys self-assurance—a sense of calm control—a trait valued by employers. They approach networking, undeniably the most effective job search strategy, and interviews with a poised attitude.

As I mentioned, any art can be learned and even mastered, including sprezzatura.

1. Stop being emotionally attached.

I know this'll come across as a cliché; however, having spent decades navigating the corporate world, experiencing different workplaces more than most, I can confidently say that business is never personal. It took me years to realize that being emotionally attached to my work wasn't benefiting my well-being, and that I needed to detach myself from outcomes. In other words, do my best work, put it out there, and let the chips fall where they may (read: f*ck it).

When job hunting, view applications as a numbers game rather than a measure of your self-worth. While submitting quality applications to jobs that align with your skills and experience is important, don't let perfectionism get in the way; ignore the "perfect candidate" narrative. The most effective way to capture an employer's attention is to hyper-focus on your resume and LinkedIn, highlighting how you contributed to your previous employer's profitability.

2. Stop drowning in execution.

Avoid spending time tailoring your resume for every application. Instead, craft a single, impactful resume that highlights the value you delivered to previous employers, which is what employers look for when assessing candidates. The same applies to your cover letter, which you should always include. Write one cover letter that can be easily personalized with a few quick edits, that provides the reader with compelling reasons why you're the perfect candidate for the job, hence why they should read your resume.

3. Stop over-preparing for initial screening calls.


Treat first-round interviews as conversations to determine whether the opportunity is one you want to pursue. Shifting from a "please pick me" energy to a "is this a fit for me?" approach levels the playing field and helps you spot red flags before you're in too deep.

4. Stop expecting.

Expectations are just scripts you've written for others to follow, a recipe for frustration and anger, since many people don't read their lines. Stop "expecting," and you'll start releasing the tension that comes from waiting for others to meet your expectations.

Employers don't owe job seekers, who freely participated in their hiring process, anything. Commenting on LinkedIn that employers need to "do better" doesn't change anything. While it would be nice not to be ghosted, social norms have shifted. Ghosting is now common in and outside the workplace. As for feedback, our litigious society has made giving it a liability concern.

A not-giving-a-f*ck attitude coupled with "zero-expectations" is the foundation for cultivating sprezzatura, the most powerful, liberating, and empowering mental shift you adopt as a job seeker, which'll keep you moving with little mental friction from one opportunity to the next until you hear "You're hired!"



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