

Elliott Masie's

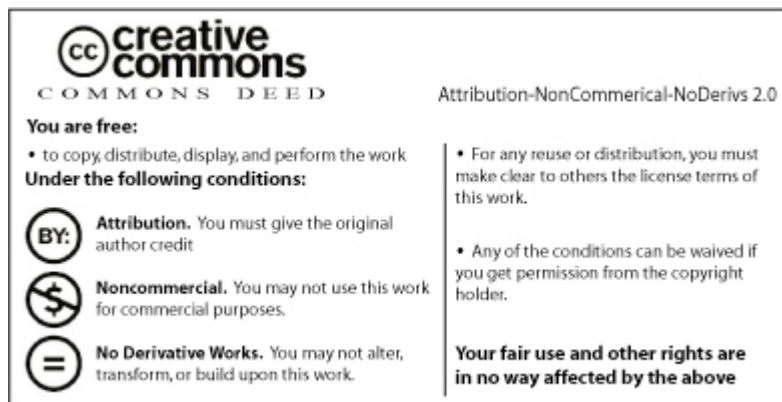
# LEARNING2009

## Malcolm Gladwell *Outliers*

Learning 2009 Keynote – Current Interests

November 9th, 2009

Transcription of Video Segment Available at:  
<http://www.learning2010.com/gladwell>



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**Learning 2010 will be held from October 24-27 in Orlando, Florida.**

**Elliott Masie:** When you look out at the world, what captures your interest right now? What are some of the topics that are of interest to you that you are thinking about, writing about and the like?

**Malcolm Gladwell:** Well, it changes a lot. So, like everyone else, I was very interested in the aftermath of the financial crisis: in figuring out what the right lesson was and whether we were extracting the right lessons. It's funny. I always joke that, invariably, whenever I am asked questions, I always hold up Canada as this great example - because I am Canadian - as way things ought to work.

But in Canada, there is this very rich tradition, as there is in any democracy - but it seems like it's especially rich in Canada of – [that] when something bad happens, you have a Royal Commission that looks into it or an inquest or an inquiry of some kind.

There is a lot of time and attention devoted to figuring out what we ought to learn from this [whatever bad has happened]. Am I the only person who feels like we all just spent a couple hundred billion and we haven't sat down and figured out what the right lesson was? I mean, it seems a little odd. [Applause] So that interests me on the kind of serious end.

'*Outliers*' got me really interested in culture, and I realized that I don't understand enough about what distinguishes various national cultures, institutional cultures [or] community cultures. I don't understand how powerful culture can be or is. So those are the two kind of serious [topics I'm interested in].

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