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# THE RIGHT PATH

*How Conservatives Can  
Unite, Inspire and Take  
Canada Forward*

TASHA KHEIRIDDIN  
FOREWORD BY LISA MACCORMACK RAITT

**MEDIA PACKAGE**

## ABOUT THE BOOK

The Right Path offers a roadmap to the Conservative Party of Canada to win the next election, and the elections beyond that. It traces the twin arcs of populism and conservatism in Canadian politics and analyzes their appeal in 2022 to three key sets of voters: New Canadians, urban and suburban voters, and Millennials and Gen Z. Based on research, data, and interviews, it prescribes how the Party can get these voters onside and build a big tent that both respects its principles and address today's issues including immigration, inflation, housing, the gig economy, woke culture, the environment, energy policy, reconciliation, and more. The Right Path concludes with a bold vision for Canada that can change the conversation from one of pandemic strife and anger to a positive, forward looking, patriotic plan for the future, to chart the right path and inspire, unite and take Canada forward.

## ABOUT THE AUTHOR

Tasha Kheiriddin is a public affairs consultant, political commentator, writer and speaker based in Toronto. She is a principal with Navigator Ltd., a lecturer at the Max Bell School of Public Policy at McGill University, and a national political columnist with Postmedia. Named one of Canada's "Top 100 Most Powerful Women" for her two decades in media and communications, Tasha has also

been recognized by the Canadian Bar Association with the Justicia Award for Journalism and the Montreal Economic Institute's Economic Education prize. In her career, she hosted the daily radio program The Tasha Kheiriddin Show on Global News Radio in Toronto, National Affairs on CTV NewsChannel. She served as a member of the editorial board at the National Post and a political analyst for Radio Canada.



## **FOREWORD BY: LISA MACCORMACK RAITT**

The Conservative Party of Canada has always been referred to as the “Big Tent” party: a gathering of people who share the same values of smaller government, lower taxes, and greater freedom while maintaining self-identified characteristics. I was raised Catholic on Canada’s East Coast, studied law in Ontario, and stayed there to raise my family in the suburbs around Toronto. I am pro-choice, socially liberal, and worry greatly about environmentally sustainable long-term economic growth. My closest friend in the party was raised Mennonite in the Prairies, is pro-life, socially conservative, and worries about oil and gas workers being displaced in the move to a “Just Transition.” We both passionately support our party and each other.

As I look to the United States, I often wonder if my best friend and I would find ourselves diverging in the polarization so apparent in American society. On paper, she and I would seem to line up in opposing camps, but here in Canada we have a home where we can find more similarities than differences, and over the past fifteen years, we have remained close friends. I have often assured myself that we are different here in Canada and that polarization will not take hold here...

*“I have been around Conservative politics all my life. In the 1980s, I formed two back-to-back majority governments with a diverse, progressive Conservative coalition representing all parts of the country. We made tough decisions grounded in evidence-based public policy on the economy, the environment, human rights, and the implementation of the GST. We made Canada competitive and set up the opportunity to balance the budget. Right now, our country needs a strong Conservative leader who can rebuild such a coalition and take Tasha Kheirridin’s astute analysis of new voter trends to reach those constituencies to win the next general election.”*

**- Brian Mulroney, eighteenth Prime Minister of Canada**

*“Starting with a frank, honest, and articulate review of where Canadian conservatism is today and how it got there, Tasha Kheirridin quickly pivots and outlines a compelling opportunity for the future built on a foundation of hope, growth, and opportunity. This is a refreshing and uplifting work from a leading conservative thinker and down-in-the-trenches activist who sees the bigger picture and knows what it takes to get things done.”*

**- Rick Peterson, founder of Peterson Capital**

*“In this era of political division—between the Left and the Right, between the woke and the ‘deplorables’—long-time Conservative Party activist Tasha Kheirridin courageously wades into the fray, offering a common-sense solution for the future political success of a revitalized Conservative Party of Canada. For those looking for a political home, this is a must-read.”*

**- Janet Ecker, former member of the Ontario legislature**

*“A very astute observation of the evolution of the conservative cause in Canada by an ardent, committed Conservative.”*

**- Gerry St. Germain, former Senator and Member of Parliament**

*“Tasha Kheirridin has been involved in the conservative movement for over thirty years. Her unique perspective on what it will take to win over cities and towns that were once bedrocks for Conservatives is a must-read for every Conservative activist and anyone who cares about Canada having a strong democracy.”*

**- Walied Soliman, lawyer and philanthropist**

*“The Right Path is a compelling read, carefully constructed by Tasha Kheirridin. Her ability to analyze the political landscape and story-tell is unique. She asks the existential question: What is conservatism? By the end of the book, you’ll have the answer—and it may be different than you expected. If you’re a politico, this is a must-read.”*

**- Vonny Sweetland, writer and political organizer**

# Q&A WITH TASHA KHEIRIDDIN

## **WHY DID YOU WRITE THE RIGHT PATH?**

I wrote The Right Path because I care deeply about the Conservative party and about Canadian democracy. After the CPC lost the 2021 election, I felt they needed.

## **HOW HAVE YOU BALANCED YOUR INVOLVEMENT IN THE LEADERSHIP RACE WITH THIS BOOK? IS IT BIASED?**

The book is not partial to one campaign. I made a point of speaking with people on all sides. The message is not about who should lead the party, but about how the party should lead the country.

## **WHY HAVE THE CONSERVATIVES FAILED TO WIN THE LAST THREE ELECTIONS?**

They failed for different reasons each time, but ultimately for the same reason: a lack of trust. You cannot become leader saying one thing and then become Prime Minister saying another.

## **AND YET, THE CONSERVATIVES WON MORE OF THE POPULAR VOTE BOTH IN 2019 AND 2021. SO CLEARLY THEIR BASE IS STILL WITH THEM?**

The problem is not keeping the base, it's growing the base. And growing it where the Tories need to win seats: in eastern, suburban and urban Canada, among New Canadians and young people.

**YOU IDENTIFY THREE KEY GROUPS TO EXPAND THE TORY BASE: NEW CANADIANS, URBAN / SUBURBAN VOTERS, AND MILLENNIALS AND GEN Z. WHY? WHAT IS THE SECRET TO WINNING OVER THESE GROUPS?**

For New Canadians, the conservative trifecta of faith, family and free enterprise are key. For urbanites, and suburbanites, the conservatives have to offer economic opportunity. The chance to buy a house, and live and work in their community, and not have to leave. For young people, it's about listening to them and addressing the issues that matter: housing, the gig economy, the environment, the need for community.

**YOU TALK A LOT ABOUT OPPORTUNITY – YOU SAY THAT IS THE WORD CONSERVATIVES SHOULD CAMPAIGN ON, INSTEAD OF FREEDOM. WHY?**

Opportunity is positive. It uplifts. Freedom used to be such a word, but not anymore. The Convoy killed it. Some young people do respond positively but not enough to counterbalance the voters that you lose.

**YOU IDENTIFY THREE GROUPS OF VOTERS: THE CONVOY CONSERVATIVES, THE CLUB CONSERVATIVES, AND THE COMMON SENSE CANADIANS. WHAT ARE THEY AND WHY DID YOU MAKE THESE DISTINCTIONS?**

They represent the current divisions within the Conservative Party and the broader electorate it seeks to engage. They are divided by geography, generation and employment, and their views on the pandemic and the Convoy protests.

**WHY DO YOU SAY THESE DIVISIONS ARE HARDER TO HEAL THAN PREVIOUS SPLITS IN THE PARTY?**

Unlike previous divisions of social, fiscal, red tory, blue tory, and libertarian, these new ones are more dangerous because they are class divisions. They are harder to heal because the implication is that one group is keeping the other down, even within their own party.

## **WHAT COULD BRING THEM TOGETHER?**

Something new that they can all support. In Chapter Ten, I outline a vision for Canada that combines energy, the environment, and national pride with economic reconciliation for indigenous peoples and opportunity for workers of all classes.

## **HOW HAS POPULISM PLAYED OUT IN CANADIAN HISTORY, SPECIFICALLY WITH REGARD TO CONSERVATIVE POLITICS?**

Populism has been a force in Canada since the Progressive movement in the early 1900's. They have consistently split the Conservative vote and allowed prolonged periods of Liberal rule.

## **WHAT CAUSES POPULISM?**

Populism isn't fueled by inequality, racism, or immigration, as is commonly believed. It's fueled by a lack of social mobility, when people feel that they do all the right things – get that education, get that job, work hard, save – and they still can't get ahead.

## **HOW DO YOU DEAL WITH POPULISM THEN?**

You don't give in to it, but you don't disparage it. People are hurting, and you need to address that. You offer policies that promote equality of opportunity, not equality of result, which is what the current government is offering.

## **YOU SAY THAT TRUDEAU'S TRUE LEGACY WAS TO PAVE THE WAY FOR POPULISM. HOW DID HE DO THAT EXACTLY?**

Trudeau is Canada's Obama. Sounds strange I know, because they come from totally different backgrounds, but they both had the same effect on their country. They furthered the cause of woke politics and provoked a backlash from the far right and right-wing populists.

## **CAN POPULISM AND CONSERVATISM COEXIST WITHIN THE PARTY?**

I believe you can address the issues that matter to both groups, but at the end of the day, it's the Conservative party. It is rooted in conservative principles, history and tradition.

## **YOU SAY CANADIAN CONSERVATISM IS DIFFERENT FROM THE AMERICAN VERSION – HOW?**

It boils down to history. Unlike the United States, Canada was built by two founding peoples, in addition to the First Nations who were already living here. Navigating that linguistic and cultural duality took a lot of energy, a lot of compromises, and a lot of negotiating. National unity has always been the preeminent job in Canadian politics, and ideological development took a back seat.

## **IN YOUR CONCLUSION YOU SAY THERE ARE TWO POSSIBLE OUTCOMES TO THIS LEADERSHIP RACE: EITHER THE PARTY GOES DOWN THE ROAD OF POPULISM OR THE CENTRE RIGHT, AND EITHER STAYS UNITED OR SPLITS. WHAT DO YOU THINK IS MOST LIKELY? YOU TALK ABOUT A “LIBERAL-CONSERVATIVE” PARTY, WHAT IS THAT ABOUT?**

I think the best outcome would be for the Conservative party to choose the centre-right path. The Liberal-NDP deal has opened a huge window of opportunity to get blue-liberal voters into our tent. But the party could also split and see the creation of a new party, I suggest it could be like Macdonald's Liberal-Conservative party that founded Canada.

## **YOU ARE PART OF A LEADERSHIP TEAM, AND SOME HAVE ACCUSED YOU OF USING THE CONSERVATIVE LEADERSHIP RACE FOR THE PURPOSES OF SELLING YOUR BOOK. WHAT IS YOUR RESPONSE?**

This is not about the team I'm on, or "the Conservative leadership". This is about leadership, period. Thought leadership, moral leadership, political leadership. It's about where is Canada going and what are the Conservatives contributing to that.

## **WHAT ARE YOUR THOUGHTS ON THIS LEADERSHIP? WHAT DO YOU THINK WILL HAPPEN?**

We still have two months to go. I don't think it's a done deal. My goal here is to help members make an informed choice when they mark their ballot, and help whoever wins to heal the party and take it forward.

# NATIONAL BOOK TOUR DATES

CALGARY | **JULY 7TH**

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KELOWNA | **JULY 14TH**

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VANCOUVER | **JULY 15TH**

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TORONTO | **JULY 27TH**

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OTTAWA / MONTRÉAL | **LATE JULY**

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EDMONTON | **AUGUST 11TH**

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CHARLOTTETOWN / HALIFAX | **LATE AUGUST**

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## EVENTS INCLUDE

Book Launch / Reading / Question & Answer / Book Signing

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## INTERESTED IN BOOKING AN INTERVIEW WITH TASHA?

Please contact Beverley Brooks at  
[publicity@optimumpublishinginternational.com](mailto:publicity@optimumpublishinginternational.com)  
416-546-2336