



Refresher Day

RACIAL AND SOCIAL PROFILING, COMMITMENT AND MOBILIZATION

 Online event

September 28 and October 5, 2021, in the morning

Description of Agence Uena

Uena is a social impact agency specializing in inclusive governance and public and community relations. We exist to help organization redefine how to turn their values into tangible and inclusive actions.

Bio of Shahad Salman

Eager to seeing small gestures make a big impact, Shahad always finds ideas outside the box to meet the complex standards of ethics, social responsibility and inclusion generated by constantly evolving social trends. A lawyer by training with ten years of experience, she puts her skills to work to find the words, the plan and the strategy that will allow you to generate an impact for your business and the community around you.

For over ten years, she has been addressing issues on ethics, social responsibility and governance within institutions and organizations. Her desire to put her experience and knowledge of both civil society and corporate sectors to good use has led her to become involved in the human rights, diversity and inclusions initiatives of the City of Montréal, the Barreau du Québec, the Barreau de Montréal, the Service de police de la Ville de Montréal, the Gouvernement du Québec, and the Musée de l'histoire de Montréal, to name a few. It also led her to advise them on the matter. In these contexts, the importance of understanding, communicating and connecting with a diversity of people, while taking into account the diversity of people's realities and perspectives, was her primary concern.

Bio of Julie Gauneau

Julie Gauneau is a PhD student at HEC Montréal since August 2019 and works under the supervision of Caroline Lambert. She completed her bachelor's and master's degrees at Neoma Business School in France, from which she graduated in 2016. Her master's thesis focused on the notion of "female leadership" and on how women in management positions perceived their leadership and the obstacles they may have encountered in exercising leadership in their organizations.

Before starting her PhD at HEC Montréal, Julie worked four years in Germany in the IT industry, first at Hutchinson in Mannheim (2015-2018) and then at Danone in Frankfurt (2018-2019). Her different assignments allowed her to acquire some knowledge of the business and management environment, and more generally, made her aware of some issues related to gender and diversity.

Since attending HEC Montréal, she has been interested in the notion of diversity and the organizational practices associated with it. Her current thesis research focuses more specifically on the issues related to the development and implementation of impact indicators as part of the development of a diversity and inclusion policy. She documents and analyzes these issues as part of an action-research conducted with the social impact agency Uena, with whom she participates in the design and deployment of these indicators in a Québec police service.