

Strong, honest relationships are key at Adecco. One of the goals we set for ourselves is to “reach the person behind the client”. In sharing this interview with you, we wish to demonstrate one of the ways we practice this aphorism. It is entitled the Silhouette Approach.

The Silhouette Approach profiles a leader in any given industry who is recognized as a unique individual because of their people skills, inspiring business tactics, leadership style, etc.

We encourage your feedback to this approach.

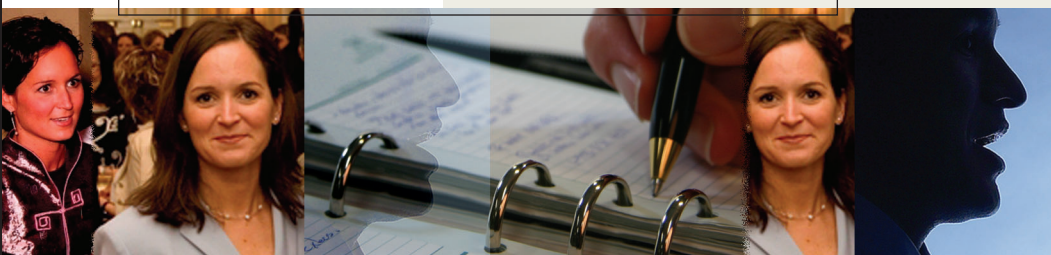
Perhaps you know someone who would be a fantastic candidate to profile for Adecco's Silhouette Approach?!

Stéphane Jean
 Marketing Director
stephane.jean@adecco.ca



recognizes the talent of

Catherine Reid



Catherine Reid is the Executive Director and a founding member of iSisters. Catherine also co-founded r2etc.

Summary of Position and Career:

Cathy Reid received undergraduate degrees from Carleton University, her Education Degree from the University of Ottawa and has additional qualifications in special education. She is currently enrolled in the Executive MBA program at the University of Ottawa.

Cathy is a founder and the Executive Director of iSisters. She has been the primary onsite teacher

and mentor since 2001. Additional focus currently includes supporting the completion and launch of iTechnology, our online learning initiative.

Cathy co-founded r2etc, an education technology consulting firm which helps bridge gaps between business and education as well as providing technology professional development for educators. (www.r2etc.com)

What do you feel are the most important values in the business world and why?

Passion, ethics and innovation. Having passion for your business fosters success. Clients, partners and colleagues appreciate and feed off genuine passion. A foundation of ethical, accountable and transparent values is essential in today's business world, especially if you plan on long term success. Innovation is also a key, regardless of industry. Pushing yourself and your company to do things differently, better and uniquely from your competitors through innovation, breeds creativity, efficiency and success.

Define the most important HR challenge you will face in the next three years.

The recruitment and retention of talented, committed and passionate staff as well as supporters to help us manage through a time of expansion and growth.

Tell us about the person you admire as a leader and why?

Bill Gates because of his enormous personal commitment and dedication to global health-care issues and education.

If you could implement one change in the world today, what would it be?

Ubiquitous access to basic needs – housing, food, healthcare and education.

Who is the public personage you admire most and why?

Gandhi because of his passion for change, his wisdom and his powerful non-violent leadership.

If you could start your career all over again, what would you do differently?

I would change very little. If I had the opportunity to go back, I would trade in one of my degrees for a computer engineering degree.

In life, what are you passionate about?

Education, technology and equity.

What recruitment solutions company do you hold in high esteem and why?

Adecco has proven itself to be a recruitment solutions company focused on supporting individual employment needs, while also meeting the ever changing demands of corporate sector human resources. Their recent partnership with iSisters will help women in poverty gain work experience, increasing their earning potential and ultimately promoting their economic independence.



Would you like to be Adecco's next Silhouette? Contact your local branch to find out how!