



# Salena Starling

President and CEO of Community of Big Hearts of Community of Big Hearts

Salena Starling's inspiring journey as a young Indigenous woman showcases her remarkable evolution from a passionate advocate for cultural heritage to a fearless entrepreneur and advocate for social change. Her experience within Canada's child welfare system underscores her resilience and determination to create a better future for Indigenous children and youth. Through her impactful public speaking and advocacy work, Salena bridges divides, fosters empathy, and promotes reconciliation, leaving an indelible mark on individuals and communities alike. As a facilitator for the Empathy-Building Workshop, Salena's authenticity and deep-rooted knowledge create a transformative space for participants, reinforcing her commitment to diversity, reconciliation, and empowerment.

Moreover, Salena's commitment to reconciliation extends beyond her speaking engagements. She has recently co-founded the Reconciliation Road Challenge, a groundbreaking initiative aimed at promoting reconciliation within workplaces every day. Collaborating with the Johnston Group, generous sponsors of the challenge, Salena is at the forefront of driving tangible change by integrating reconciliation principles into corporate environments. This initiative not only highlights her visionary leadership but also demonstrates her unwavering dedication to fostering understanding and harmony across diverse sectors of society.

Salena's collaborative efforts with the Johnston Group underscore her ability to forge meaningful partnerships to advance reconciliation goals. By leveraging her platform and influence, she continues to champion inclusivity and equity, inspiring others to join her in the journey towards a more just and reconciled world. As Salena relentlessly pursues her mission, she remains a beacon of hope and inspiration for individuals and organizations alike, reminding us all of the transformative power of collective action towards a shared vision of reconciliation and social justice.

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