



Center For Hispanic Leadership Institute for Talent Development

Advancement of Latinas in the Workplace: The Essential Difference

Why You Should Attend

It has been said time and time again that women have come a long way. In business we now consider this to be fact. Nearly 51% of women are in managerial or professional occupations, according to Catalyst (2008). More women are obtaining MBAs than ever before in history and the landscape of Corporate America has changed drastically. Additionally, Latinas are starting their own businesses at a rate of six times the national average. Needless to say, Latinas are on the rise and are becoming too powerful to be ignored.

Companies are more inclined, than ever before, to promote Latinas knowing the benefits and profitability that entails. It is clear that Latinas, unequivocally, are reshaping the landscape of business. After decades of misrepresentation and isolation, it is becoming quite evident that Latinas are redefining themselves both in and outside of the workplace. From their relationship development skills, to their emotional intelligence savvy (amongst many others factors that represent their Hispanic Talent Profile), Latinas are reintroducing the fundamental success principals into business.

Key Learnings Include

This keynote / training session focuses on the advancement of women in both leadership and management positions – and why their inherent capabilities provide the essential ingredients for success during today's changing times. Key topic themes include (but are not limited to):

- Principles of Leadership: the qualities necessary for leading others, gaining the respect necessary to influence your team, focusing on your strengths to determine which leadership style best suits you, learning how to manage different personalities, identifying your personal brand and how that relates to others.
- Communication and Interpersonal Skills – conversation as a coaching and performance resource, oral and written business communication skills, body language and conflict resolution.
- Introduction to the 6 characteristics that define the Hispanic Talent Profile and why they apply differently to Latinas
- Performance Management – successfully managing yourself, your team and other coworkers, techniques to help you focus strategically, emotional intelligence, delegation and motivation.
- Opportunity Experts – why women are inherently gifted in seeing and seizing opportunity.