



Center For Hispanic Leadership Institute for Talent Development

Leveraging Technology to Build Loyal Communities for Your Products/Services

Why You Should Attend:

The role of technology has changed the landscape of business models, communications, client relationships, brand-building and the formation of social networking communities. Technology has forced us all to rely on automated systems; and the impact of technology has changed the face of the workplace (ie. “the millennials”). But the reality is that technology represents the “new normal” and organizations must learn to embrace technology in order to grow and compete.

While technology represents one of the largest paradigm shifts in recent history; it is too powerful a tool to ignore. As such, more than ever, companies large and small are learning to embrace technology as part of their everyday. However, few quite understand the breadth and depth of what technology can deliver to help streamline operating functions, costs and the efficiencies of an organization to help build long-lasting client loyalty.

Key Learnings Include

This keynote / training session will help transition a company from a traditional brick & mortar operation to one that is more digital / technology-friendly. Key topics for discussion include (but not limited to):

- How the process of leveraging technology in the workplace has more to do with eliminating the fears associated with the “unknowns” that technology brings to an organization. The focus should be in teaching companies and its people how to see and seize the opportunities that technology presents.
- Social Networking & Emerging Internet Technologies: The role of social networking in the workplace and how it can deliver new opportunities to increase output, cost efficiencies, project management productivity, spark teambuilding and relationships.
 - a. Note: Mr. Llopis was a lead panelist for IBM’s 2009 Global Entrepreneurship program titled: Emerging Internet Technologies. Please listen to the following link:
 - i. <http://www.glennllopis.com/digital-webcasts-archive.php>
- Multigenerational Workplace Culture
 - a. How technology has accelerated the skill-set requirements in the workplace and how multigenerational cultures are growing and breeding new levels / types of talent. How technology can serve to unite these groups to more effectively work and engage more productively.