



Center For Hispanic Leadership Institute for Talent Development

The Hispanic Professional Advantage: Making Opportunity Matter

Why Should You Attend:

Hispanics represent the majority-minority in the United States and their growing relevancy as professionals is impacting the changing face of America's corporations. It is clear that Hispanic professionals represent tremendous talent potential that is influencing the acceleration of diversity recruitment, career advancement and market development opportunities. As companies seek to broaden their Hispanic market reach for the growth of their products and services - the necessity for Hispanic Talent and Leadership is at an all-time high.

Today, Hispanic professionals provide a competitive advantage to those organizations that seek organic growth, innovation and workplace transformation. More than ever, Hispanic professionals seek mentorship and talent development tools to help them grow and prosper in today's rapidly changing workplace environment. Hispanic professionals are passionate about making a difference and thus look to enrich their lives both personally and professionally. If given the tools for advancement, Hispanic professionals will *make opportunity matter* for both themselves and others. In a time where companies seek to blend social responsibility with commercial viability - the Hispanic Professional provides a compelling workplace advantage.

Keynote Summary:

Hispanic professionals are beginning to make an impact in the workplace, yet their talent and career advancement potential is still being discovered and slowly uncovered. To accelerate their potential to *lead, manage and grow* - Hispanic professionals must become more familiar with understanding, practicing and educating others about their inherent *Hispanic Talent*. *Hispanic Talent* is best represented by the following 6 core characteristics:

- *Immigrant Perspective*
- *Latin Passion*
- *Entrepreneurial Power*
- *Vision (We See Things That Others Don't)*
- *Generous Purpose*
- *Historic / Cultural Promise*

The manner in which a Hispanic professional represents these characteristics both in and outside of the workplace - is the single most important factor in determining their sustainable success. Participants will be introduced to the Hispanic Talent Development Methodology.

Who Should Attend:

Senior Manager / Director / VP Levels

Key Learnings Include (but are not limited to):

- Discover the Power of *Hispanic Talent* and How it Can Accelerate Your Career Goals
- Identify how You Can Live Your *Hispanic Talent* in Your Everyday to Optimize Performance
- Demonstrate why Your *Hispanic Talent* Creates Purpose for Yourself and Momentum for Others
- Diversity with Purpose Unites Our Common Desires and Hispanic Talent Potential
- Hispanic Professionals: Their Guide Towards Achieving Both Success and Significance
- When Living Your *Hispanic Talent* Opens New Opportunities that you Previously Couldn't See and Seize