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NAMED "ONE OF THE 10 MOST BOOKED CORPORATE AND ASSOCIATION SPEAKERS IN THE U.S."

NAMED "TOP WOMAN BUSINESS SPEAKER YOU NEED AT YOUR NEXT EVENT"

NAMED #1 ON LIST OF "26 HOT SPEAKERS"

FEATURED ON CNBC, IN FORBES, BUSINESSWEEK, ON CNNMONEY, AND SIRIUS/XM RADIO.

How to be a Culturally-Ready & Culturally-Friendly Employer: Insights into Your Diverse Workforce

ABSTRACT:

The U.S. population is increasingly diverse, and in some industries, the composition of the workforce is 70% minority. This shift in demographics is a permanent one and brings many changes to our society and our workforce. These changes also bring unique challenges to employers and workers as values sometimes differ between various cultures.

Among Hispanics, the largest ethnic minority in the U.S., values and customs often differ depending on country of origin and level of acculturation. Learning the key differences in values and cultural expectations among different Hispanic segments can help your business attract, recruit and retain the best employees.

This presentation will focus on how you can best reach and retain diverse workers by understanding varying levels of acculturation, differences in values, and how to increase productivity and retention among your diverse workforce.

KEY POINTS:

- Learn the core values of various cultures and how understanding these values will help you connect with your employees and co-workers in a meaningful way.
- Learn the Four Latino Mindsets and how each views and prioritizes work, family leisure time, and more.
- Learn how some employers are using innovative strategies to recruit and retain the most effective workers.
- Do's and Don'ts are covered in detail.