

Bienvenidos
Mi casa es tu casa



Career Development Institute

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Introductions

Eres el arquitecto de tu propio destino

You are the architect of your own destiny

Dichos

Historical proverbs and sayings passed down from generations and used in the Latino culture to orally express a lesson, a concept or an emotion.

Donde hay ganas, hay mañas
(Where there is a will there is a way)

The Future of Latinos

El que adelante no mira, atras se queda

(If you do not look ahead, you will stay behind)

Latino Market Quiz

1. U.S. Latino population today?
2. Latino population in Phoenix?
3. Median age of U.S. Latinos?
4. Birth rate of Latinos?
5. Most popular website for Latinos?
6. Three favorite foods of Latinos?

Latino Market Quiz

1. 44M or 14.64% of U.S. population
2. 1.1M or 28% in Phoenix
3. Median age 27.2 vs. 36.4 dominant group.
4. Birth rate 2.7 vs. 2.0 dominant group
5. MySpace
6. Seafood, Chinese and Mexican

Latino Market Data

- U.S. Latino purchasing \$768B
Larger than Canada
- Latino mean household income \$47,138
- 50% of Latinos own homes
- 55% Latinos have no credit cards
- 43% no checking account

Latino Market Data

- K-mart ranks #1 in prescription and beauty purchases
- Beverage purchases – Red Fusion, Crystal Geysler, Diet Sierra
- Spend \$60-\$99 on long distance calls. Outspending everyone else.
- Cricket is cell phone carrier of choice

Latino Market Data

- Groceries are purchased at Ranch Market and Food City
- Hotel of choice is Days Inn and Sheraton
- Airline of choice is Aero Mexico and Delta
- No clear car rental of choice. Enterprise indexed slightly higher

Latino Internet Usage

- Latino households w/internet connections equals the U.S. average.
- English speaking males spend 33.8 hrs. per week.
- Airline tickets highest purchase online.
- Mobile data features utilized is messaging, e-mail, games, download ring tones and music.

Latino Media

- California and Texas largest Latino market. Arizona ranks 7th.
- Latino TV viewers prefer Univision
- 85% of Latinos read magazines
- Radio Spanish dominant preferred

Latino Future - 2011

- Immigration is catalyst for growth.
- U.S. Latino purchasing power projected at 1.1 trillion by 2011.
- Arizona Latino purchasing power \$40B or 16% of state total
- Arizona Latino public students K-12 represent 65% & growing

Latino Workforce –AZ Private Sector

Latinos are 24% of available workforce and represent 11% of managerial and professional occupations.

Perception of Latinos

El arbol se conoce por su fruto

(A tree is known by its fruit)

Perceptions of Latinos

- Group exercise

Latinos

- Culture is tied to our upbringing
- History and memories
- Family connected
- Language
- Deep traditions, values and beliefs

How are we different?

Latinos

- Family focused
- Family hierarchy
- Generational differences
- Respect center of upbringing
- Family, friends and community provide support
- Cooperative spirit
- Male dominant, but woman centered
- Bi-cultural, bi-lingual

Mainstream

- Individual focused
- Everyone is the same
- Generational differences
- Raised to be respected in society
- Depend on self and institutions to provide support
- Competitive spirit
- Sex equality
- English primary language

Paradigm Shifts

Paradigm shift – a change from one way of thinking to another

Juntos pero no revueltos

(Together, but not the same)

Assimilation vs. Acculturation

- Assimilation is the cultural absorption of a group into the main cultural body.
- Acculturation is the process of adapting to a new or different culture with advanced patterns.

Latino Trends

- Lifestyle changes
- Evolving roles of families/offspring
- Evolving roles of Latino males and Latinas
- Generation gaps
- Savvy consumers
- Continuum in celebrating culture
- Impact of technology

Latinos Today

- Feel proud of their cultural contributions
- See the influence made in music, food, beverages and dance
- Technology will maintain cultural ties
- Moving towards intercultural traits
- Debate on immigration
- Acculturation is the trend

Managing People

Lo que bien se aprende nunca se olvida

(What you learn well, you do not forget)

Glass Ceiling Commission Barriers for Latinos

200 Senior executives were interviewed

- Small pool of Latinos with credentials
- Recruitment steers Latinos into staff positions
- Insensitivity to cultural differences
- Limited exposure to total organization
- Stereotyping and discomfort with Latino culture
- Management reluctant to mentor or promote
- Isolation from visible projects or informal networks

Latino Career Issues

- Economic parity
- Competition for jobs
- Education and continuum of learning
- Organization culture clash – “The Fit”
- Leadership initiative and opportunities
- Organizational knowledge/navigation
- Strategic thinking and planning
- Communication
- Technology savvy
- Balancing career and family

Latino Workplace Issues

- Time management
- Education and preparation
- Communication and interaction
- Interpersonal relationships
- Image and personal appearance
- Travel and Relocation
- Unwritten rules & expectations

Diversity

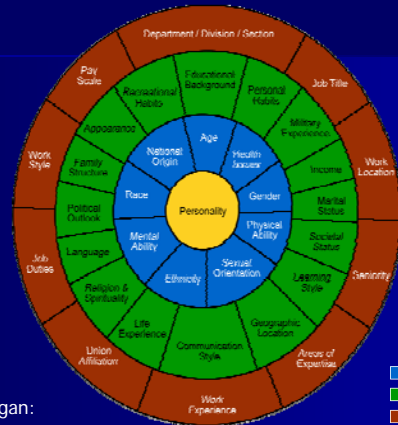
Cada cabeza es un mundo

(Every mind is its own world)

Lego Game

- Split into four teams
- Each team divides into a home team and a traveling team
- Assign each the project
- Project completion time is 50 minutes
- Assign a note-taker/reporter

The Diversity Wheel



Design by R. Logan:
City of Scottsdale

Organizational Culture

- Organization's personality
- Guides how employees act, think, feel and behave
- Unique beliefs and behaviors of the company
- Company's core values, vision, mission and ethics
- Formal and informal structure
- Systems
- Key players and decision makers

Management Styles

- Decisive or noncommittal?
- Delegates or micromanages?
- Fair or arbitrary?
- Dictator or team player?
- Confident or insecure?
- Enjoys debate or avoids conflict?
- Tolerant or impatient?
- Open communication or limited?

Unwritten Rules

- Behaviors
- Values and beliefs
- Who is connected to who
- Likes and preferences
- Ambiguous rules
- Who is in and who is out
- Organizational culture

Organization "Fit"

- Possess required competencies
- Alignment with organization goals
- Customer/client relationships
- Understand business processes
- Fit into the culture of the organization
- Management and leadership skills
- Technology savvy

Social Change

- Steady decline in connections binding people
- Part of a community
 - > Who you know
 - > How you fit in
 - > Whom you trust
 - > Whom you have transactions with

Social Change

- More working women – less social life
- Migration of the young
- Decline in traditional norms
- Diverse neighborhoods
- Technology
- Social media – renewable energy
- New roads to the digital age

Digital Age

- Open to all
- 24/7
- Get there with links
- Instantaneous
- Decentralized
- No boundaries
- Unedited

Digital Age

- Searchable
- Transparent
- Power of assembly
- Tailor made
- No middleman
- Global

Igniting and Connecting

- Fast assembled citizens
- Self-organizing
- Accessible to many
- Customized
- Networked
- Knowledge sourced
- Opportunities outside

Connecting Latino Style

- Word of mouth
- "Buzz"
- Build relationships that bind
- Spread the word
- Culturally relevant
- Now..... it is faster



Muchas Gracias

