



## **The Hispanic Market; Opportunities and Challenges Full Day Workshop**

### **Who is the workshop for?**

Anyone targeting the Hispanic market in the USA.  
People serving Hispanic constituencies  
Employers managing Hispanics or Latinos.  
USA-born Hispanics who are working with newly-arrived immigrants.

### **What will I gain from the workshop?**

1. An understanding of the size, impact and makeup of the Hispanic Population.
2. An awareness of what works/doesn't work with Hispanics.
3. Awareness of what it takes to connect with them.
4. Tools for building cross cultural competencies and for understanding, managing and working with Hispanics and Latinos

### **--SAMPLE CONTENTS--**

#### ***Part One; The who, what, when, where?***

##### **1. Hispanics: Who are they?**

Hispanic or Latino? Self-identity, demographics & significance.  
Size, age, geographic distribution and growth. Similarities and differences between groups.  
Immigrants or Citizens? The Newcomers Myth

##### **2. Economics & Financial Patterns**

Economic mobility and habits; purchasing power  
Remittances; Latinos as consumers

##### **3. Language Use and Preferences**

Spanish or English?  
Lost in the Translation--What you need to know

##### **4. Religion, Beliefs and Behavior**

Religious diversity  
Hot button moral issues

##### **5. Workforce**

Workforce/workplace issues  
Employment, unemployment & underemployment  
Latinos and educational attainment



**6. Education**

Attainment, overcoming challenges  
Recruiting tips for colleges

**7. Political Participation and Behavior**

Elected officials, voting preferences, growing Impact  
Liberal or conservative?

**8. Mini-Briefing on Latin America; Where are they coming from?**

Learn about cultural context; key differences between the USA and Latin American countries.

***Part Two; The “How To” of Building Cultural Competency***

**1. Cross Cultural Simulation**

Feel what it's like to “be” a new immigrant.

**2. Psychographics; What kind of Latino?**

Stages of assimilation

**3. Top Mistakes Made When Dealing With Latinos**

**4. Cross Cultural Characteristics; 10 Key Cultural Variables**

Learn about Hispanic views on leadership and management, social assumptions, communication styles that can intimidate or turn off Hispanics; ethical expectations, orientation to risk, trust / mistrust, values and mores, and others.

**5. Current Issues & Concerns**

Generation issues, education, health care, civil rights

**6. Key Issues for USA-born Hispanics Dealing With Immigrants**

Optional module

**7. Next Steps; Counting the Cost**

**Call us for fees and rates at 214-827-8632.**

*(We prefer phone calls to e-mails—it's the Latino way!)*