Prior CTI research demonstrates that teams with one or more members who represent the culture of the team’s target end user are 158% more likely to understand that end user, increasing the likelihood of successfully innovating for that audience.

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Latinos who spend a great deal of energy repressing aspects of their personas at work are more likely to strongly agree that they are being promoted quickly.

63% OF LATINOS DO NOT FEEL AT LEAST ONE OF THE BELOW:

- Free to share their ideas and opinions
- Confident their ideas are heard and valued
- Welcome and included

When Latinos repress who they are, companies lose out on their unique insights and, as a result, may fail to tap into the Latino market.

Latinos with sponsors are 42% more likely than those without sponsors to be satisfied with their career progression. Yet, a mere 5% of full-time, high-earning Latino professionals in large companies have sponsors in their corner.

53% of Latinas and 44% of Latino men say that executive presence at their company is defined as conforming to traditionally white male standards.

Encourage senior leaders to sponsor across ethnicity

Model executive presence that celebrates their own cultural distinctions

Train leaders to be culture-smart and inclusive leaders

Culture-smart and inclusive leaders create a workplace where Latino professionals feel they can be true to themselves, contribute their insights and opinions, and lead in an authentic way.

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Endnotes:


3. Ibid.