

LATINOS AT WORK

UNLEASHING THE POWER OF CULTURE



HUGE AND GROWING: THE LATINO MARKET AND THE LATINO WORKFORCE

Latino buying power, currently at \$1 trillion, is projected to reach \$1.7 trillion by 2020. Were it a country, the US Latino market would be the twelfth largest economy in the world.¹



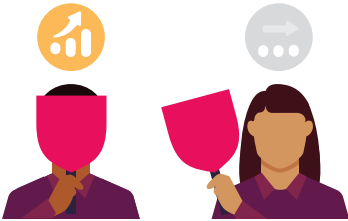
Latinos will account for **80% of US workforce growth between 2012 and 2022.**² The pool of professional Latino talent is on the rise as well.

YET, LATINOS REPRESS THEIR IDENTITY IN THE WORKPLACE

Latinos who repress, succeed.






More than three out of four (76%) expend energy repressing parts of their personas in the workplace. They are covering or downplaying who they are, modifying their appearance, their body language, their communication style, and their leadership presence.



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

INDIVIDUALS AND COMPANIES PAY A PRICE WHEN LATINOS REPRESS THEIR IDENTITIES AND DO NOT BRING THEIR FULL SELVES TO WORK

63% OF LATINOS DO NOT FEEL AT LEAST ONE OF THE BELOW:³

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



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.**⁴

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.

TO MAXIMIZE THE POTENTIAL OF LATINOS, LEADERS AND TALENT SPECIALISTS NEED TO:

Encourage senior leaders to sponsor across ethnicity



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.

Model executive presence that celebrates their own cultural distinctions



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

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.**

FOLLOW THE DISCUSSION ON SOCIAL MEDIA BY USING **#TOPLATINOTALENT**

TO LEARN MORE, VISIT **TALENTINNOVATION.ORG**



Endnotes:
1. Nicole Akoukou Thompson, "Hispanic Consumers to Spend \$1.3 Trillion in 2015, Prompting National Economic Growth," Latin Post, September 28, 2015, <http://www.latinpost.com/articles/82555/20150928/hispanic-consumers-will-spend-1-3-trillion-in-2015-prompting-overall-economic-growth.htm>; Claudia Pardo and Charles Dreas, "Three Things You Thought You Knew about US Hispanic's Engagement with Media...and Why You May Have Been Wrong," The Nielsen Company, 2011, <http://www.nielsen.com/content/dam/corporate/us/en/newwire/uploads/2011/04/Nielsen-Hispanic-Media-US.pdf>.
2. Total forecasted change in labor force between 2012 and 2022 is 8,475,000 individuals, 6,788,000 of whom are Hispanic, comprising 80% of the growth in the workforce ("Labor Force Projections to 2022: The Labor Force Participation Rate Continues to Fall," US Bureau of Labor Statistics, December, 2013, <http://www.bls.gov/opub/mlr/2013/article/labor-force-projections-to-2022-the-labor-force-participation-rate-continues-to-fall.html>).
3. Sylvia Ann Hewlett, Melinda Marshall, and Laura Sherbin, with Tara Gonsalves, Innovation, Diversity, and Market Growth (New York: Center for Talent Innovation, 2013).
4. Ibid.