



CTR FACTOR LATINO LEADERSHIP CERTIFICATE TRAINING & DEVELOPMENT CONTINUED

SESSION TOPIC #2

Latina Leadership: Lessons Learned and Shared

Objective

- Latina women have unique strengths as part of 4 natural archetypes that they grow up with – they are connected with others as Amigas (Friends), they are centered internally as Malabaristas (Jugglers), they are courageous in the face of adversity as Exploradoras (Explorers), and they are confident in their capabilities as Reinas (Queens). These archetypes bring with them some great natural advantages for Latina women when it comes to earning the Currencies of Influence, building the Assets of Impact, and making the Investments of Intention needed to get people to voluntarily follow them. In doing so, they exhibit Thought Leadership, People Leadership and Results Leadership (CTR Factor). At the same time, they also bring with them some hidden opportunities to do better. Through the combination of Latina's 4 natural archetypes, and the CTR's Currencies of Influence, CTR Factor has developed the Latina Leadership Model (LLM). Through this model, participants will gain an increased knowledge and understanding of the characteristics, positive influences and challenges associated with leveraging and cultivating Latina leadership. Diving deep into these elements, participants will gain an appreciation for the advancement of Latinas in the workplace.

Approach

- Facilitators will share key elements of the CTR Factor's research regarding Latinas in leadership positions. This unique self-discovery and powerful story sharing approach will focus on how Latinas can leverage natural characteristics such as creativity, listening skills, optimism and passion in the four essential categories of the Latina Leadership Model:
 - Connected (EQ)
 - Centered (XQ)
 - Courageous (IQ)
 - Confident (LQ)

While leveraging key factors of positive influence for successful Latinas, we will also talk about perceived obstacles like lack of mentors, opportunities for advancement, and balancing cultural and family obligations.

Outcome

- Participant self-discovery, recognition of personal strengths, learning how to leverage those strengths to achieve a leadership advantage, and exploring insights from other Latina women in leadership.