

# CTR FACTOR LATINO LEADERSHIP CERTIFICATE TRAINING & DEVELOPMENT



## CTR FACTOR IS A LEADERSHIP, DIVERSITY AND INCLUSION (D&I) FIRM

Our proprietary research at CTR Factor, Inc. indicates that there is one thing that all great leaders do masterfully. Great leaders have figured out how to lead and get others to want to follow them. They do so by earning 3 Currencies of Influence from their followers (Credibility, Trust & Respect), building 3 Assets of Impact (Results, Relationships & Resources), and making Investments of Intention (Capabilities, Character & Competence). In doing so, they exhibit Thought Leadership, People Leadership and Results Leadership. This is the CTR Factor Leadership Model (CTR) and is the foundation for learning programs for Latino Leadership developed by CTR Factor for large organizations wanting to develop their Latino talent, employees wanting to understand their Latino constituency and nonprofits with the goal of developing their members.

CTR Factor Latino Leadership Solutions are designed to provide Latino leaders with a holistic program that addresses how an understanding and application of the CTR Factor Model and Latino strengths and weaknesses can accelerate their elevation to senior roles within their organizations.

## SESSION TOPIC #1

### Cultural Dexterity: Latino Leadership Model (LLM)

#### Objective

- Education about how Latino cultural norms match up to organizational requirements, and inherent alignments and conflicts. Exposure to fundamental pitfalls like soft-pedaling on accomplishments, communicating team successes versus individual achievements, being too laidback under pressure, and not balancing results and relationships effectively. Experience the importance of promoting self-achievements, having a sense of urgency, owning our development, and being a subject matter expert.

#### Approach

- Facilitators will conduct a self-discovery approach using our proprietary Global Moderating Variables (GMV) model assessment, from a Latino viewpoint. The GMV model examines cultural difference on seven fronts:
  - Hierarchical Perspective - “Authoritarian” versus “Egalitarian”
  - Group focus - “Me” versus “We”
  - Relationship Orientation - “Professional” versus “Personal”
  - Communication Indirectness - “Explicit” versus “Implicit”
  - Time Control - “Fixed” versus “Fluid”
  - Change Tolerance - “Evolutionary” versus “Revolutionary”
  - Work Importance - “Vocation” versus “Vacation”

This dynamic evaluation will uncover key Latino perspectives and values on these seven dimensions that may affect employee performance and brand, as well as written and verbal communication styles. Understanding and embracing the undercurrents of these culturally driven behaviors enable Latinos to leverage their strengths, maximize their performance, and highlight their accomplishments more effectively, leading to better organizational performance.

#### Outcome

- Audience will learn about top fundamentals of Latino traits and how these traits can add value to or hinder performance, branding and communication.