



CTR FACTOR LATINO LEADERSHIP CERTIFICATE TRAINING & DEVELOPMENT CONTINUED

SESSION TOPIC # 3

Talent Management:
Best Practices in Latino
Recruitment

SESSION TOPIC # 4

Talent Management:
Best Practices in Latino
Retention

SESSION TOPIC # 5

Talent Management:
Best Practices in Latino
Development

Objective

By 2025, one-fourth of the U.S. will be Latino. But the implications for the Latino population are already hitting economic, educational, marketplace and workforce agendas. Growing at three times the rate of the rest of the population, Latinos accounted for half of the U.S. population rise in the past decade. The United States is already the second largest Spanish-speaking country in the world. The U.S. Census Bureau indicates by 2020, 20 percent of the workforce will be Latino. Diversity executives must work with their human resource and business peers to reconsider the philosophies that inform their HR programs and business strategies through the lens of their own culturally influenced preferences and understand how these may be similar and different for Latinos. As we explore key talent management strategies for recruitment, retention and development, many executives will find some of the current practices are the opposite of what would attract, hire, engage and advance Latino talent. Organizations need to understand the diversity underneath the Latino umbrella. For example, is the organization's talent market mostly Caribbean, Mexican, Central or South American? Are your employees mostly first, second, third or fourth generation? Depending on the answer, talent strategies and business tactics need to be nuanced differently. But there are still broad strokes that create a common experience and worldview for many Latinos. In this program, the audience will learn best practices, acquire key tactics and understand the true dynamics of their prospective and current Latino workforce.

Approach

Facilitators will share key elements of the CTR Factor's research regarding recruitment, retention and development for Latinos in the workplace. Using an exciting, fun, exploratory and interactive approach, we will review core Latino values and link them to specific recruitment, retention and development strategies that work and that do not work with the general Latino workforce.

Outcome

Audience will enhance ability to effectively recruit, retain and develop the Latino talent pipeline and workforce.