

**Miguel Joey Avilés**

Global DEI Keynote Speaker

LinkedIn 2022 Top Voice

Former Chief of D&I

## **Are you fluent in Latinx Gen Z?**

Strategies to Go From Great  
Resignation to Great Recruitment

[www.MiguelJoeyAviles.com](http://www.MiguelJoeyAviles.com)

The Washington Post

# #IQuitMyJob

These 5 TikTokers wanted more from work. So they quit — in a very public way.



By Jacob Bogage

Dec. 27, 2021



Miguel Joey Avilés



March 30, 2022

- In the past 12 months, a record number of Americans have quit their jobs, and workers around the world have been paying attention.
- The data for other markets often lags. But the latest figures now show that resignations have jumped in the United Kingdom, Australia and France, too.
- "Across Europe, for the most part, people stayed with the employers they had," said Guillaume Menuet, the head of investment strategy and economics for Europe, the Middle East and Africa at Citi Private Bank.
- But there have been signs of churn. In France, the number of resignations during the third quarter of 2021, the most recent data available, was the highest on records dating back to 2007.

**'Whatever the situation is, I want better,**



Miguel Joey Avilés

**BREAKING NEWS**

LIVE

**Gen Z** Born between 1995 and 2009

**2 Billion**

**Generation Connected**



Miguel Joey Avilés

## EFFECTIVE ENGAGEMENT

**X**

Verbal  
Sit & listen  
Teacher  
Job security  
Authoritarian  
Curriculum centred  
Closed book exams  
Books & paper  
Doer

Visual  
Try & see  
Facilitator  
Flexibility  
Participative  
Learner centric  
Open book world  
Glass & devices  
Co-creator

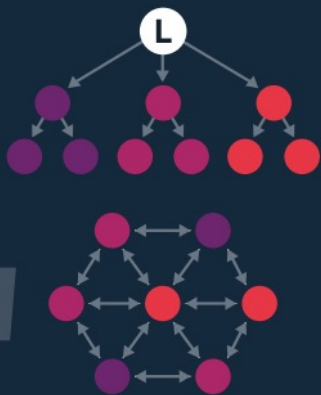
**Z**

## LEADERSHIP CHANGE

Command & Control



Collaboration & Contribution



## UNI DEGREES

1 in 4



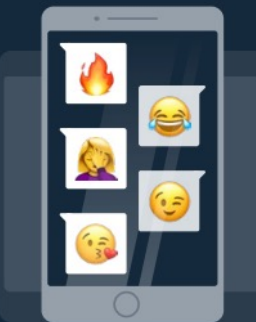
1 in 3



1 in 2\*



## TOP EMOJIS



## MOBILITY



**18**  
jobs



**6**  
careers



**15**  
homes  
IN A LIFE-TIME\*

# CHANGING

# GENERATIONS



**2,800,000** Gen Alphas born globally each week

## CHARACTERISTICS



Global



Digital



Social



Mobile



Visual

## TOP BABY NAMES

Oliver	<b>1</b>	Charlotte
Jack	<b>2</b>	Olivia
William	<b>3</b>	Ava
Noah	<b>4</b>	Amelia
Henry	<b>5</b>	Mia

## WORKFORCE OF 2030

**X** 23%

**Y** 32%

**Z** 34%

**α** 11%



Source: ABS, McCrindle



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# Latin@ vs Hispanic vs Latinx

## Hispanic

- Refers to the language spoken. Spanish-speaking people from Spanish-speaking countries.
- The term Hispanic was first used by the U.S. government in the 1970s after Mexican American and other Hispanic organizations lobbied the federal government to collect data on the population.
- "Hispanic" is preferred over Latino by more than a two-to-one margin - 33% versus 14%.

PEW Research Center

## Latin@

- People from Latin America including Central America, South America and the Caribbean.
- Focuses on the geography of where someone comes from.
- The 1990s brought resistance to the term Hispanic, as it embraced a strong connection with Spain, and an alternative term emerged: Latino.

PEW Research Center

## Latinx

- Gender-neutral or nonbinary alternative to Latino or Latina
- Latinx is a more inclusive term to use for those who do not choose to identify with a certain gender. The terms Latino and Latina are very limiting for certain people.
- 23% of U.S. adults who self-identify as Hispanic or Latino have heard of the term Latinx, and just 3% say they use it to describe themselves.

PEW Research Center

# 1 IN 4

## GEN ZERS

### Are Hispanic

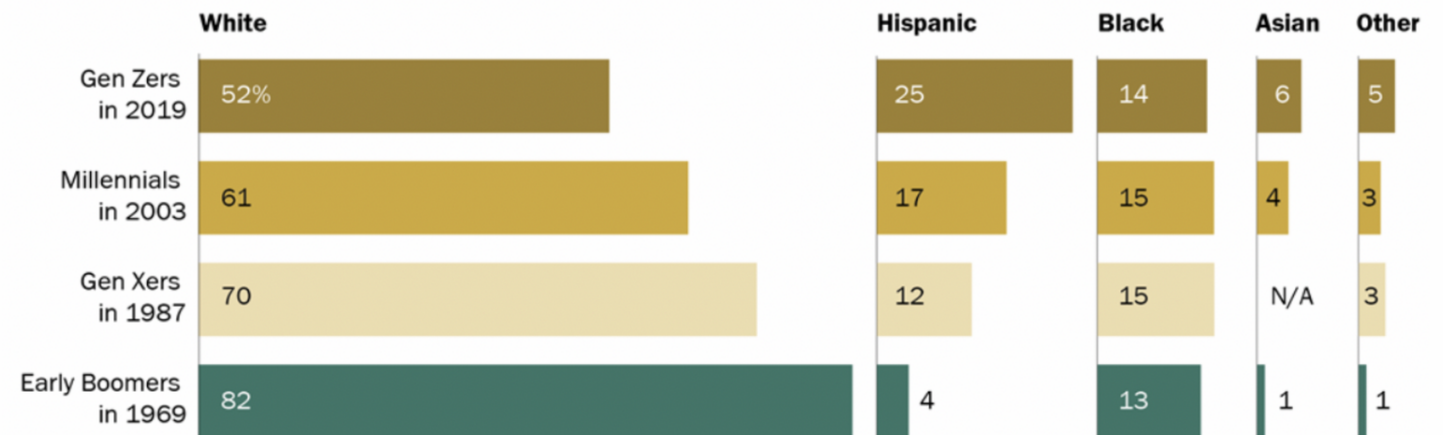
Members of Gen Z are more racially and ethnically diverse than any previous generation, and they are on track to be the most well-educated generation yet.

For younger job seekers, diversity and inclusion in the workplace aren't a preference. They're a requirement.

United States Based Data

#### One-in-four members of Gen Z are Hispanic

*% of 7- to 22-year-olds who are ...*



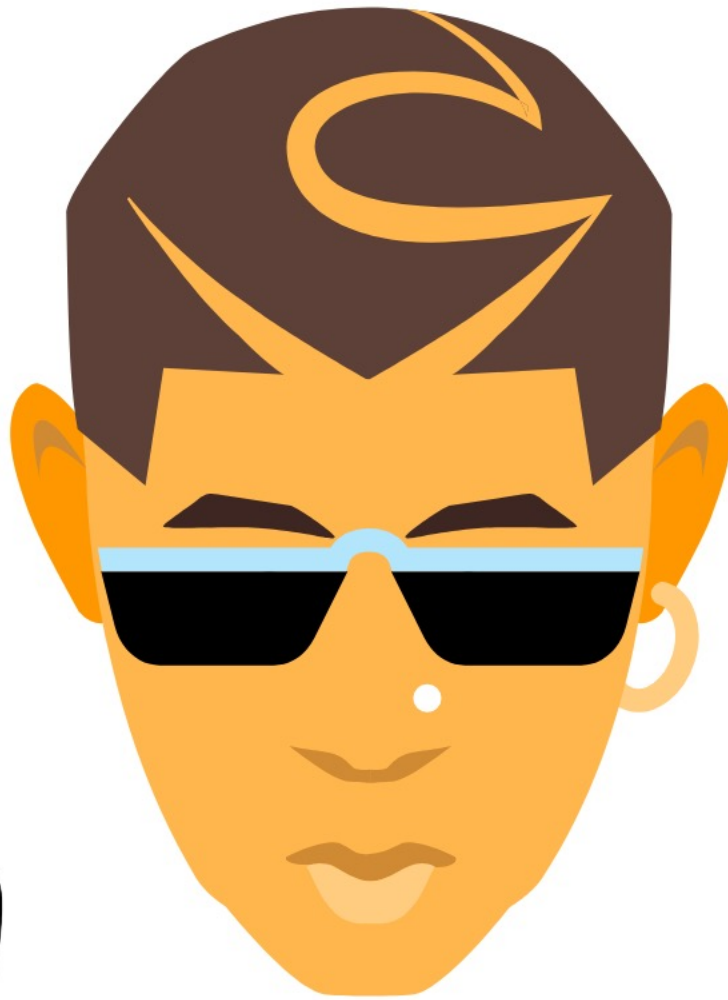
Miguel Joey Avilés

# A Raising Superpower: Latinx Gen Z

Personal Mission:

to become heroes, healers, rescuers as well as small business owners.

- 1 Fastest growing group Gen Z
- 2 Disruptors
- 3 Strong Family Roots
- 4 Social Media Influence
- 5 Positive Overall Attitude
- 6 Want to Stand Out
- 7 Want to Stand Out YHLQMDLG
- 8 YHLQMDLG



Bad Bunny has been named as the most-streamed artist in the world on Spotify, for the second year in a row.



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## **RED** Eyeglasses Towards Belonging

### **Recruitment**

- A sense of belonging starts from the application process
- Inclusive Interview Panels
- Target Social Media

### **Elevate**

- Highlight Career Pathing to include mentoring & leadership development
- Upskilling
- Elevate others through the mission

### **Diversity**

- Culture ~~FIT~~ --> ADD
- Community Visibility

1

# The RED Eyeglasses Strategy



# Write in the Chat:

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**How can we create an organizational culture that jumpstarts belonging from the job application process?**



# Focus on the Heart: The Roland Effect



Family: Deep dive into the culture and authentically connect with family

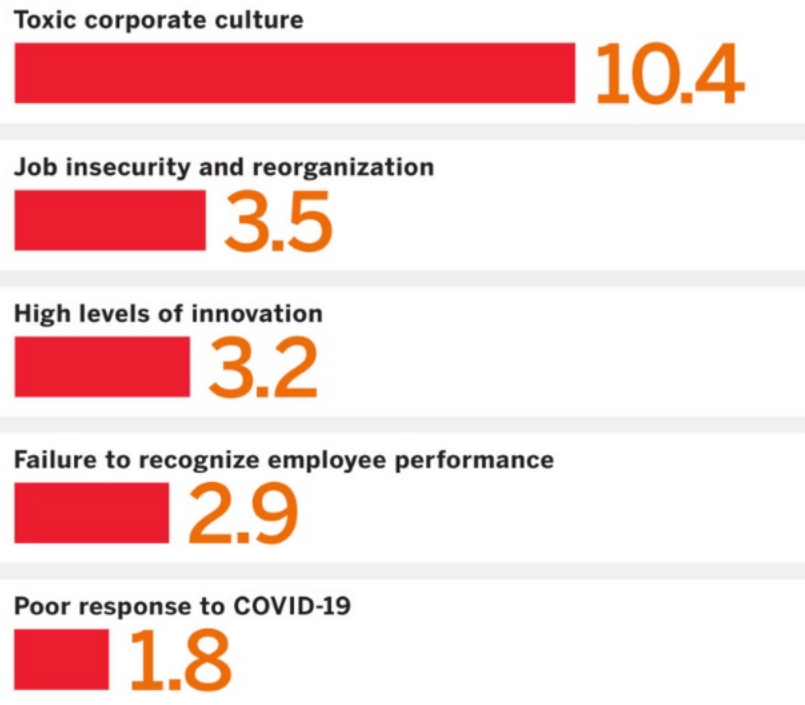


## 2 Focus on the HEART: The Roland Effect

### Top Predictors of Attrition During the Great Resignation

The authors analyzed the impact of more than 170 cultural topics on employee attrition in Culture 500 companies from April through September 2021. These five topics were the leading predictors of attrition. Each bar indicates the level of importance of each topic for attrition relative to employee compensation. A toxic culture is 10.4 times more likely to contribute to attrition than compensation.

← Importance relative to compensation →



# MIT Sloan Management Review

## Toxic Culture Is Driving the Great Resignation

# Toxic Workplaces

**96%**

of employees say they have been treated rudely at the office.

*Wall Street Journal*

**26%**

of survey respondents said they had quit a job because of the lack of civility.

*Georgetown University and the Thunderbird School of Global Management*

**37%**

of workers said they had been bullied at work and that the majority of those bullies were bosses (72%).

*Siegel, J. (2011). A multi-level model examining the effects of unit-level culture on abusive supervision.*

**80%**

of bullies in the workplace affect five or more people

*VitalSmarts*





**3** Ask: Am I a Toxic Boss?

# Download Free Resources



- ☀ Checklist: Am I a Toxic Leader? Do I Work in a Toxic Workplace?
- ☀ Checklist to Foster Psychological Safety

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**Next Step: Choose Your Commitment**



**LISTEN**



**CONNECT**



**ACCESS**



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# Q&A Session

