

# LATINX LEADERSHIP

*How to Use Persuasion & Influence Across  
Generations, Cultures and Differences to  
Achieve Business Outcomes*

THE  
WORKBOOK

**DELL**Technologies

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Workbook Belongs to

LATINX DIRECTOR+  
DEVELOPMENT PROGRAM



**[WWW.MIGUELJOEYAVILES.COM](http://WWW.MIGUELJOEYAVILES.COM)**

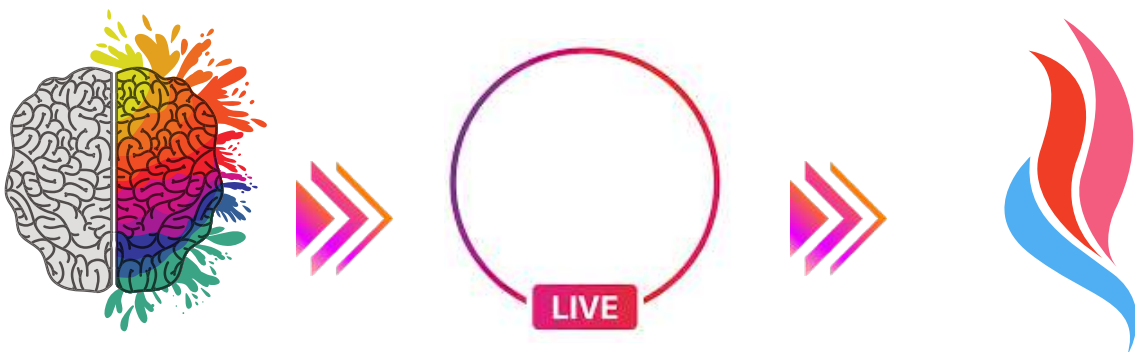
Global D&I Consultant | Keynote Speaker | Coach

# Persuasion & Influence

## LATINX LEADERSHIP

In a fresh and entertaining style, Miguel shares 3 key principles that will equip leaders to embrace persuasion and influence as mission multipliers. This virtual keynote will serve as a manifesto to ignite Latinx leaders to go and make change happen through the power of inclusion. As challenges and constant change within our communities continue to take root and become even more prevalent, Latinx leaders will need to step into dynamic and demanding situations that will require the mindset of resilient, agile and inspiring change makers. COVID-19, race relations unrest, financial crisis – In times of uncertainty persuasion and influence are the new currency. Latinx leaders are being challenged to operate in environments with no clear answers. A new kind of leadership is needed to lead during times of uncertainty. So how to use persuasion and influence across generations, cultures and differences?

This virtual keynote will provide specific steps and actions you can take to gain support from others, nurture collaboration, and identify and address bias. Participants will gain a 3-step framework to facilitate inclusive workplace cultures that allow everyone to thrive. Through captivating stories and thought-provoking exercises, this session will provide participants with the tools needed to influencing others' through data, stories and behaviors.



# ABOUT Miguel



He is a TEDx speaker, Author of the e-book “Hispanics 101: How to Recruit, Manage and Grow your Hispanic Workforce” and has been featured at the Washington Post, the Chicago Tribune, Telemundo, the Change Management Conference, the Human Capital Institute, the SHRM Talent Management and D&I Conferences, Fortune 500 companies, and other global organizations. He is the creator of the keynotes Inclusive HEROES: Creating a Culture of Belonging; How to Become a Change-Maker in Today’s World; and Hispanics 101: How to Recruit, Manage and Grow your Hispanic Workforce.

Miguel Joey is an international D&I Thought Leader with over a decade of experience in government organizations with over 800,000 employees across 6,500 locations. Former National President of Young Government Leaders (YGL), a non-profit organization with over 12,000 members. Recognized as one of the Top 100 Executive Leaders by Diversity MBA Magazine and featured as an Inclusion Innovator by the Society of Human Resources Management (SHRM), Miguel is the first civilian in the history of the US Coast Guard to become the Chief of Diversity and Inclusion. He is a D&I Thought Leader with over a decade of experience at the Department of Defense (DOD), the Department of Interior (DOI), and the Department of Homeland Security (DHS).

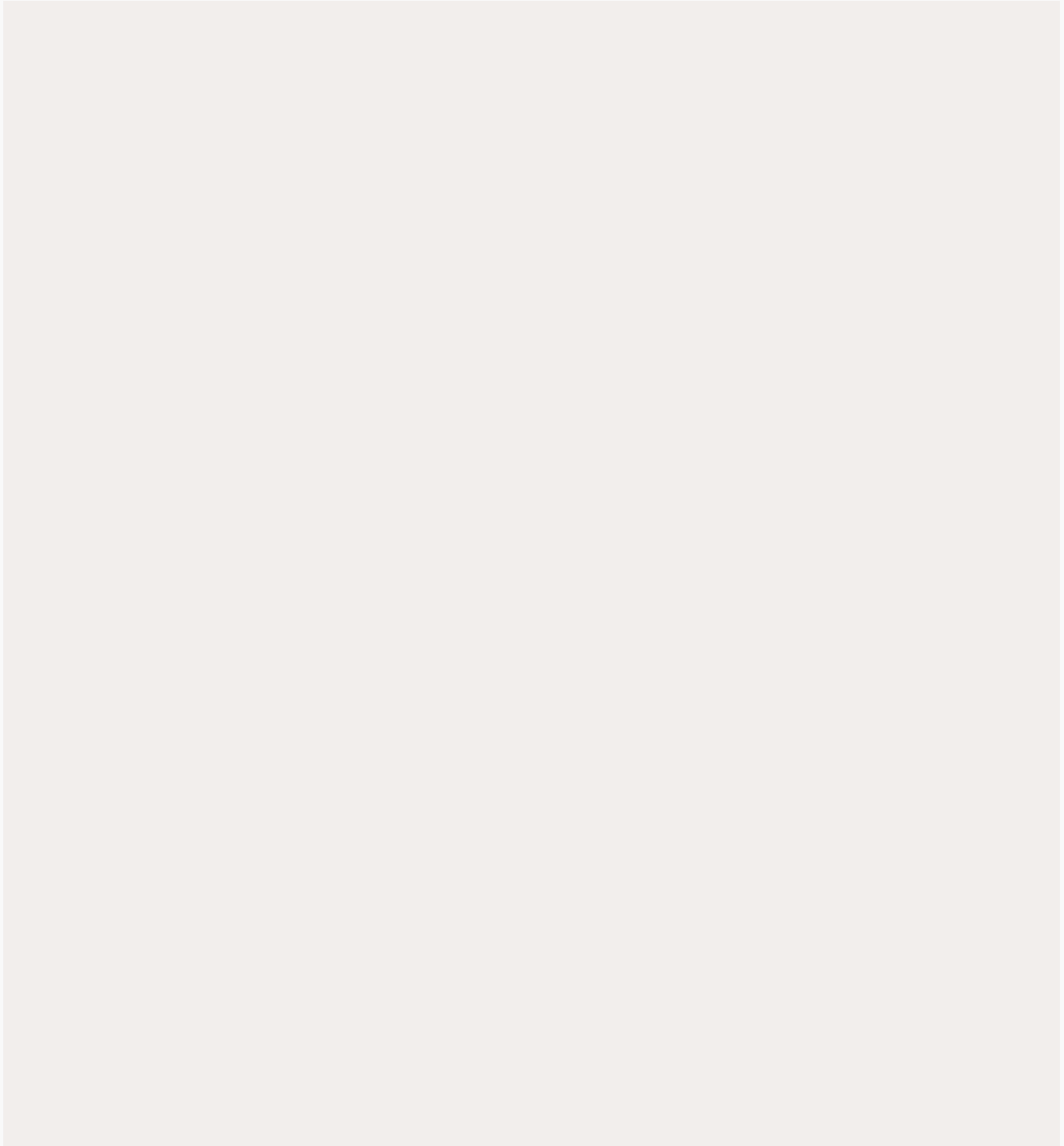
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**GLOBAL D&I CONSULTANT  
KEYNOTE SPEAKER  
COACH**

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# Challenge

*Write about the biggest challenge/barrier/issue you are currently experiencing in your job/life - be as descriptive as possible.*

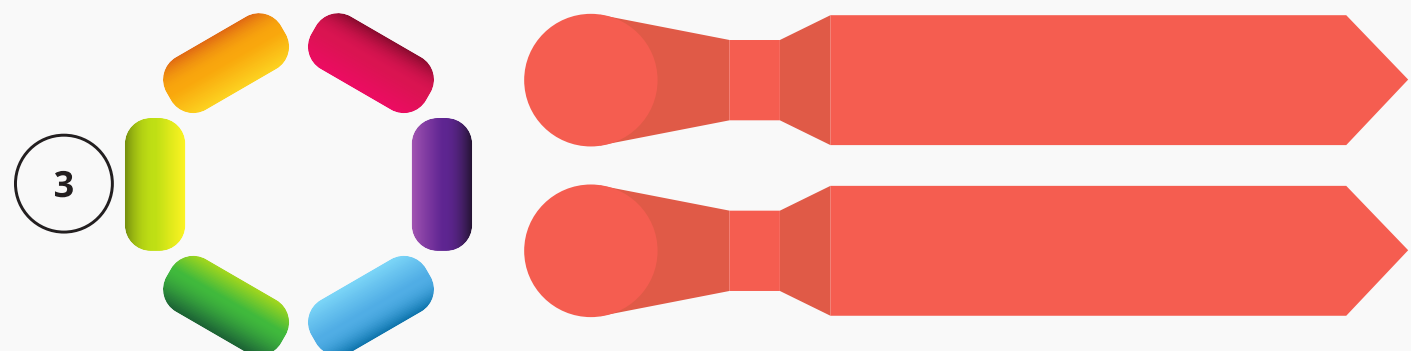
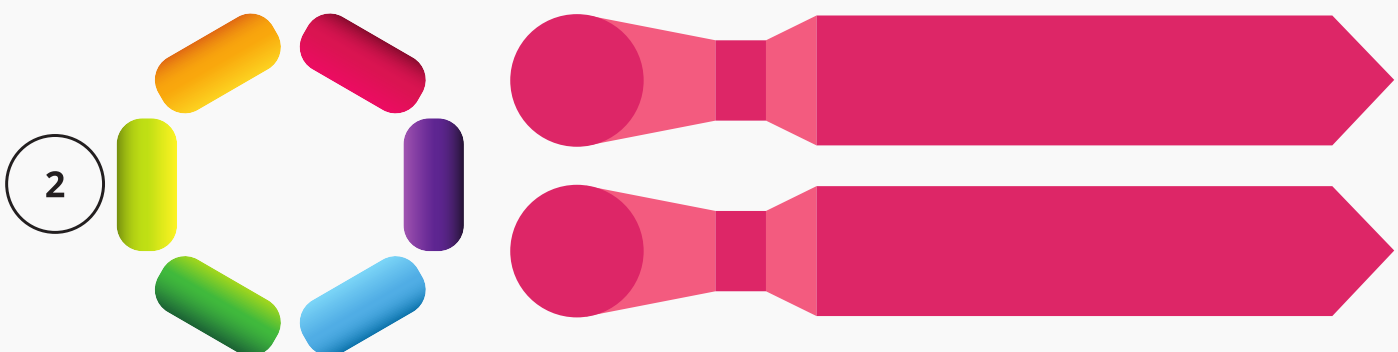
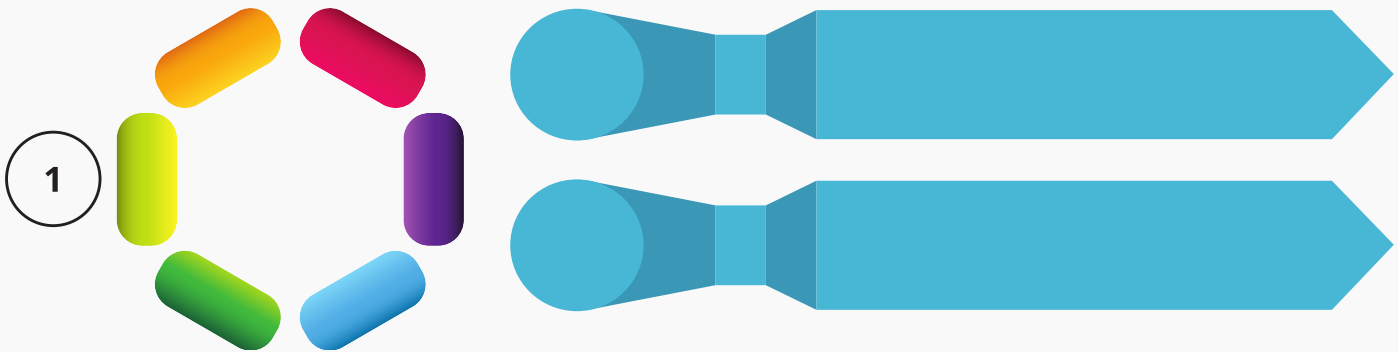




# Notes: Brain (\_\_\_\_\_)

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# How to Tell a Story Through Data




# Notes: Stories (\_\_\_\_\_)



A large, light gray rectangular area containing numerous horizontal white lines, serving as a writing space for notes.



# Unleashing the Power of YOUR Story

1. Who are you? What do you do?
2. What excites you to get out of bed every morning?
3. What do you hope to accomplish?
4. What challenges have you overcome to arrive at this point?
5. What do you do differently from everyone else that adds value?
6. Generally speaking, what was your childhood like?
7. Are there any particularly happy, funny, sad or instructive lessons you learned while growing up?
8. What was it like where you grew up?
9. What did you learn in those first years of school that you would like to pass along to the next generation?
10. What was your first job, and how did you get it?
11. What was your first boss like? What did you learn from your first boss?
12. What leisure time activities are you involved with?
13. What are your greatest accomplishments?
14. Do you follow any religious tradition? If so which one, and what is it like?
15. What were the most joyous, fulfilling times of your life? What lifelong lessons did you learn from these though/joyous times?
16. Were there any moments you recall as true breakthroughs in any area of your life?
17. If you could do one thing different in your life, what would that be?
18. What have you learned over your lifetime that you'd like to share with the younger generation?
19. What are you most grateful for your life? 



# Unleashing the Power of YOUR Story

Select one question from page #8 and pour your heart out!



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# Unleashing the Power of YOUR Story

Use this page to write down notes from your peer's story



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# Notes: Behaviors (\_\_\_\_\_)



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# 3 Steps to Ignite Influence Through Inclusion



1

**Strive to Find Similarities/ Connections/ Common Ground**

- Be open about your leadership/work style and inspire people to do the same
- Be present, available and welcoming to colleagues and members of your team
- Seek feedback, dissenting opinions and overall input from your team**
- Ask: How can we make you feel you can communicate openly?

2

**Demonstrate Authenticity**

- Be aware of the message you are sending through your body language
- Share insights about your life outside of the office settings
- Share past failures and lessons learned openly**
- Ask: How can we make you feel welcomed to express your true self at work?

3

**Ignite Courageous Dialogues**

- Seek understanding from underrepresented perspectives**
- Reflect on gained knowledge
- Embrace the truth of who you are talking to
- Don't allow behaviors like interruptions, personal attacks, or placing blame
- Ask: What challenges have you overcome to get to this point?

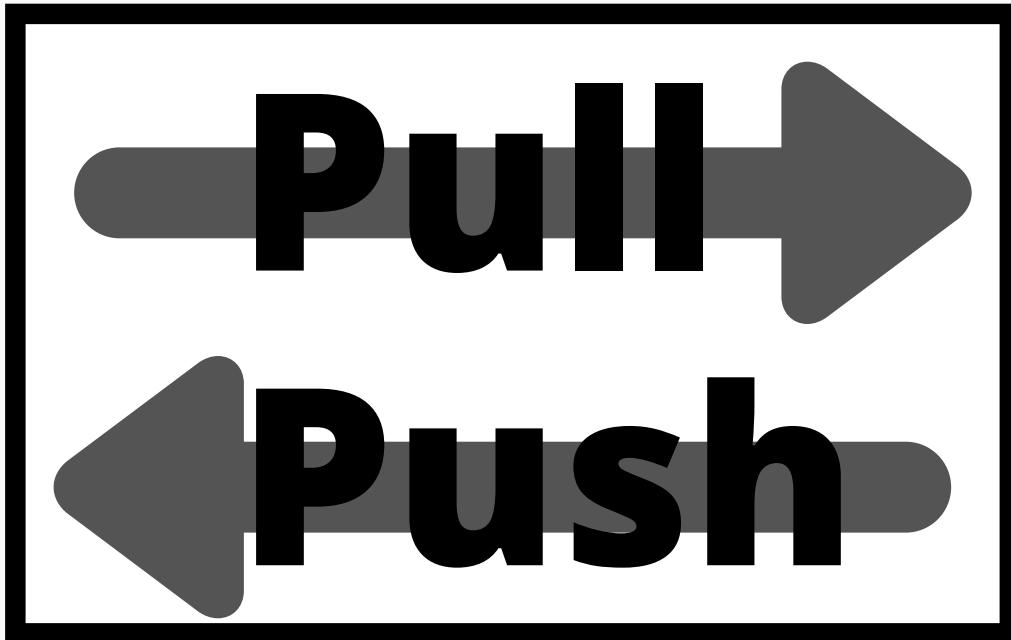
# Influencing Self...

*Take some notes about the vision you experienced the mindfulness moment*



# Homework

After the session invest quality time in completing the Influencing Style Questionnaire to learn how to intentionally execute push and pull influencing Styles and The Johari Window exercise to uncover how do you see yourself, and how this may be different from how others see you. You can access both tools by visiting: <https://www.migueljoeyaviles.com/dell>



## THE JOHARI WINDOW EXERCISE INSTRUCTIONS

You can do this Exercise with a group of your friends or you can do it with one individual. In this case, the more the merrier since the wider the range of perspectives you can include, the fuller the final picture will be for the exercise.





I WANT TO HEAR FROM YOU

LET'S CONNECT!

**Miguel Joey Avilés**

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