

Las Vegas, NV & Virtual • April 14–17  
**SHRM** **talent**  
Conference & Expo 2024

# Hispanic, Latinx, Latine, Latina/o: What Every Talent Management Leader Needs to Know About The Hispanic Workforce



by

## JOEY AVILÉS

GLOBAL KEYNOTE SPEAKER | CONSULTANT | COACH



# 3 E's



# Cracking the Culture Code: Understanding the Unique Hispanic Identity

E  
|  
ENGAGE



# Hispanic Core Values

# Hispanic Core Values



*Faith*

Fe

*Family*

Familia

*Friends*

Amigos

*Self-Improvement*

Superación

*Education*

Educación

*Hard-work*

Echarle Ganas



*Love, Hope & Community*

*Love, Hope & Community*

# FAMILIA

Familismo: beyond the nuclear family to include grandparents, aunts, uncles, cousins, and godparents.

“

“The work culture of today is saying  
this is one big family, and that's not,  
this is not my **FAMILY**”

INTERVIEW FINDINGS 2024  
BRIDGING THE GAP IN THE  
HISPANIC EXPERIENCE

# Beyond "Family": Understanding Familismo in the Hispanic Community

## Corporate Setting "Family"

- Metaphorical Use
- Selective Inclusion
- Conditional Connections
- Varied Authenticity
- Temporary Bonds

## Hispanic Community "Family"

- Literal Significance
- Unconditional Inclusion
- Intrinsic Connections
- Authentic Care
- Enduring Bonds





Scorecard 

\_\_\_/100

\_\_\_/300

\_\_\_/500

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\_\_\_/1700

“  
Becoming Fluent in  
Human  
”





***CATEGORY 1***

**100**

***Question:***

**Which are the top 3  
Latin American countries/islands with  
the largest representation in the  
United States?**

***Answer:***

**Mexico, Puerto Rico, Cuba**

Mexico + Puerto Rico + Cuba + Dominican Republic + Venezuela + Colombia + Salvador + Chile + Argentina + Spain + Brasil + Peru + Ecuador + Paraguay + Bolivia + Costa Rica + Honduras + Panama + Guatemala + Nicaragua +





# AFRO-LATINOS ARE MAKING AN IMPACT

**14.4 MILLION**  
**LATINOS**  
identify as *Afro-Latinos*

**1 IN 3**  
**AFRICAN AMERICANS**  
are *Latinos*

73% of Afro-Latinos  
**ARE U.S. BORN**  
★★ **CITIZENS** ★★

**79.5%** OF AFRO  
**LATINOS**   
participate in the *workforce*


  
**Most common**  
**ORIGINS**

- CUBA
- PUERTO RICO
- COLOMBIA
- DOMINICAN REPUBLIC
- BRAZIL
- VENEZUELA

**+ 500 BILLION USD**  
**AFRO-LATINO GDP**  
= top 25 global economies =

We can find   
**CULTURAL LEGACY**  
OF AFRO-LATINOS IN  
Music, sports, politics,  
literature, food & more

## FAMOUS AFRO-LATINOS

- ★ Zoe Saldaña
-  Ariana Brown
-  Carmelo Anthony
-  Celia Cruz
-  Roberto Clemente
-  Dascha Polanco

 For more info go to  
[hispanicstar.org](http://hispanicstar.org)



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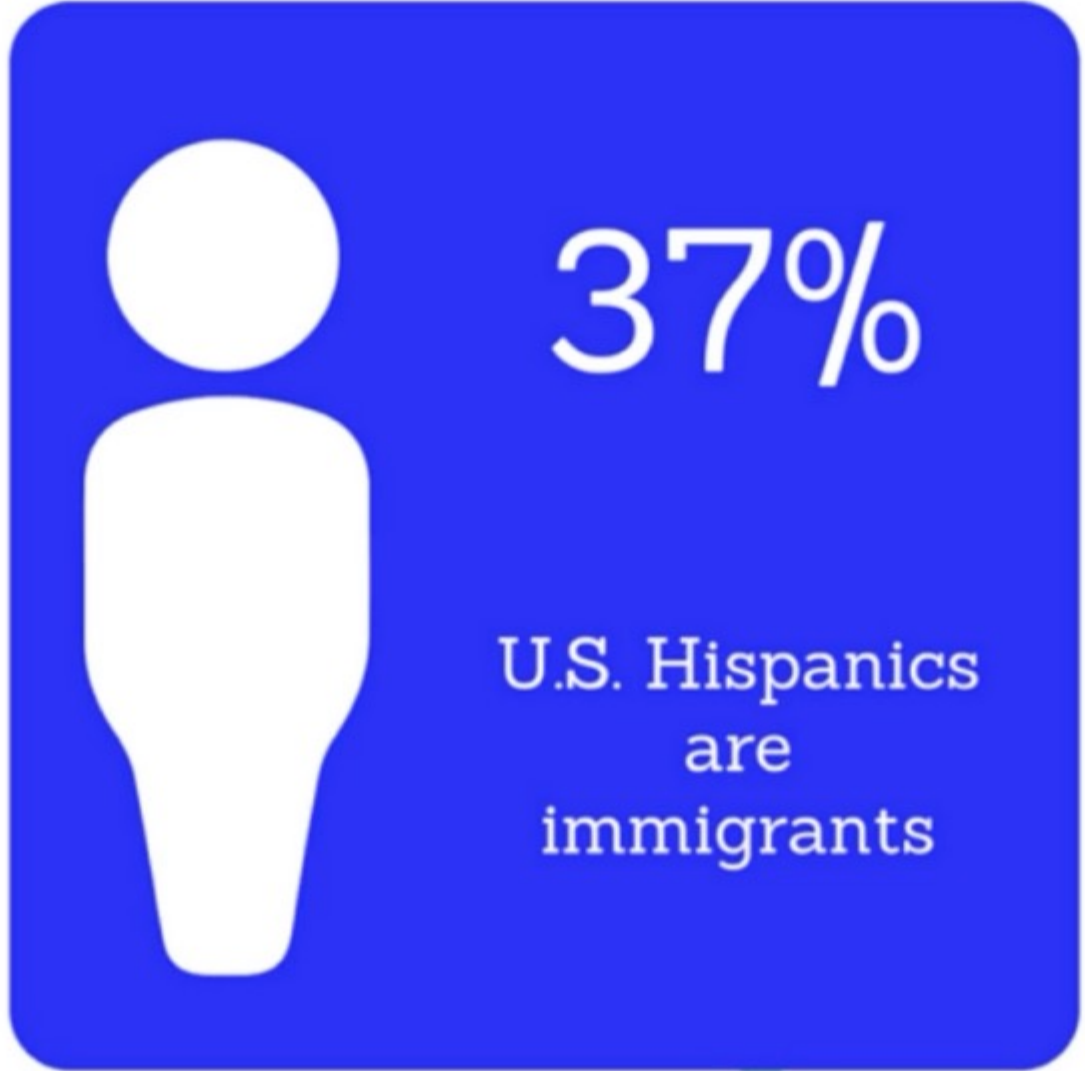
**CATEGORY 1**

**300**

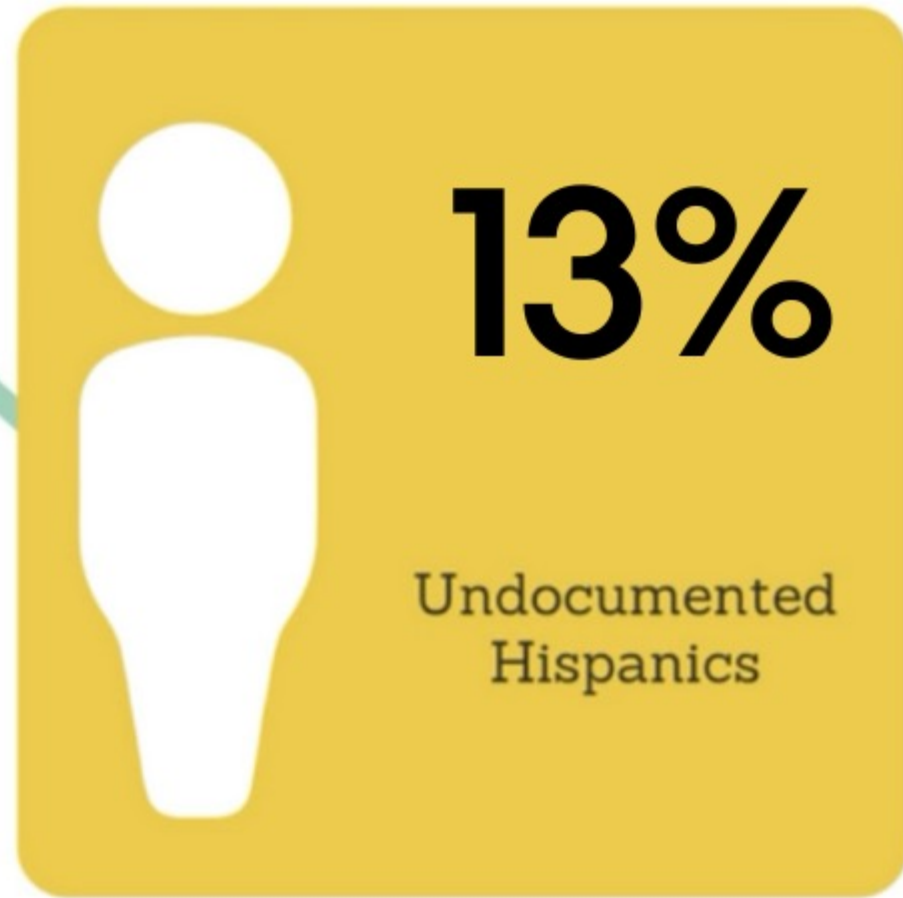
**Question:**

**Which statement is correct?**

- A) The vast majority of Hispanics in the US are Immigrants
- B) 37% of Hispanics in the US are Immigrants
- C) Over 70% of Hispanics living in the US are undocumented



Immigrants no longer  
the Majority of Hispanic  
Workers.



Department of Homeland Security  
and census information from 2019  
Pew Hispanic Research Center



# IN LATINOS WE TRUST

## LATINOS PROTECT AMERICA



↑↑ **LATINOS ARE THE FASTEST GROWING** population in the military.

With .....

**18% OF ACTIVE ENLISTED CORPS**

**19 MILLION** LATINOS ARE **ESSENTIAL WORKERS**

**1-IN-4** **CHILDCARE PROFESSIONALS** are Latinos.

*Latinos care about the* **COMMUNITY**

**32%** **25%**

Donated to CHARITY : Dedicated time to VOLUNTEERING

*Latinos contribute to* **THE COUNTRY**

**\$2.6 TRILLION** US LATINO GDP

**LATINOS ARE TRUSTED**

**75% SEE** **LATINOS** as *positive* contributors

**THEY PARTICIPATE IN ELECTIONS**



**16.6M VOTERS** A historic record in 2020

**#2** **LATINOS ARE THE SECOND LARGEST** group of voters.

**62%** **WOULD** **TRUST** their own children **TO A LATINO**

For more info go to [hispanicstar.org](http://hispanicstar.org)





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**CATEGORY 1**

**500**

**Question:**

**Hispanics are the fastest-growing ethnic minority group in the United States.**

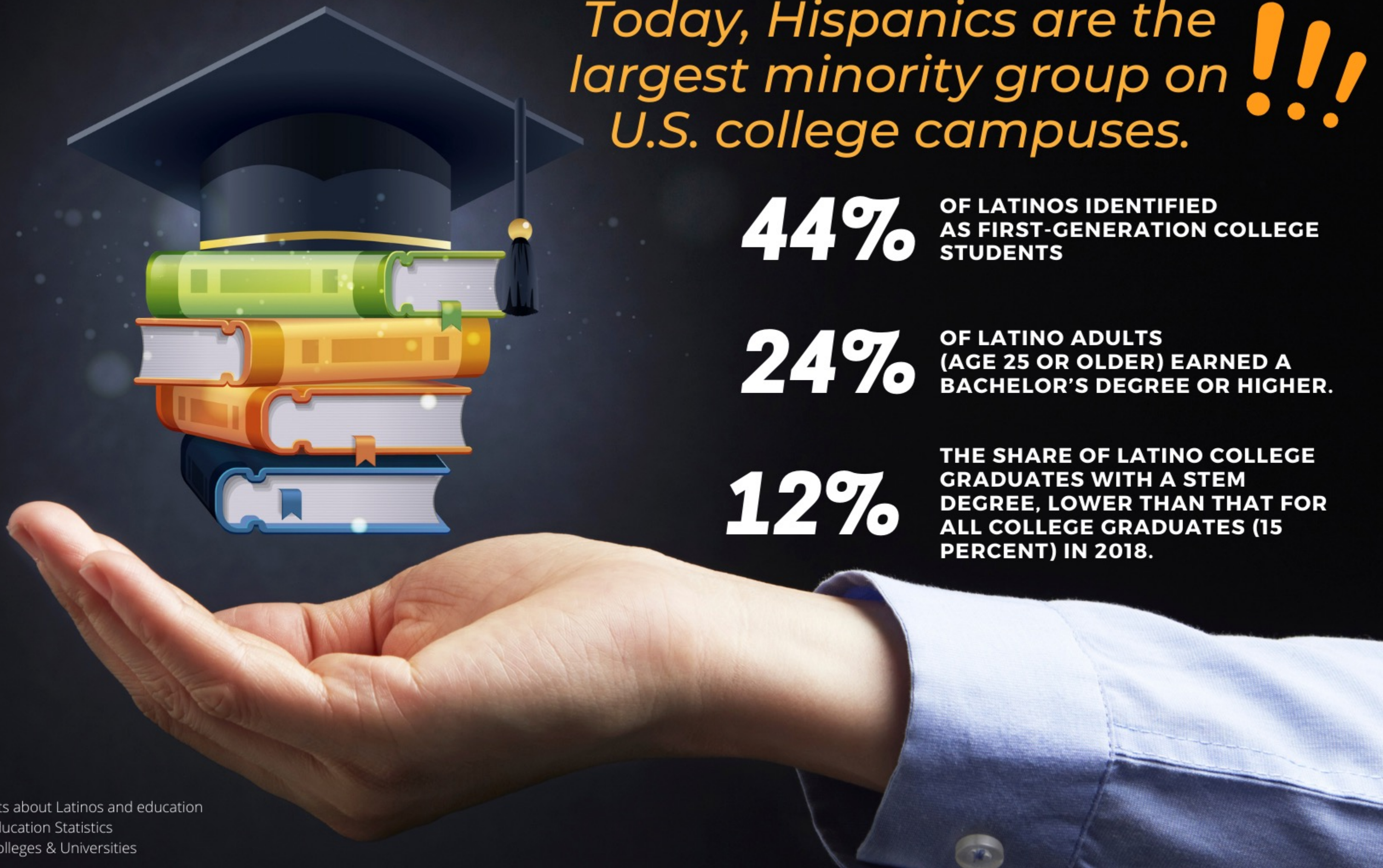
**True or False?**

**Answer:**

**False.**

*According to the Census Bureau Asians remain the fastest-growing racial group in the United States.*

# The Power of HSIs



*Today, Hispanics are the largest minority group on U.S. college campuses.*



**44%**

**OF LATINOS IDENTIFIED AS FIRST-GENERATION COLLEGE STUDENTS**

**24%**

**OF LATINO ADULTS (AGE 25 OR OLDER) EARNED A BACHELOR'S DEGREE OR HIGHER.**

**12%**

**THE SHARE OF LATINO COLLEGE GRADUATES WITH A STEM DEGREE, LOWER THAN THAT FOR ALL COLLEGE GRADUATES (15 PERCENT) IN 2018.**

# 4%

of large U.S. companies' most senior executives in 2021 were Hispanic. That's essentially flat with the 5 percent reported in 2020 and 2019.

Meanwhile, Hispanic individuals represented 19 percent of the U.S. population in 2020, up from 16 percent a decade earlier, according to the U.S. Census Bureau.

*Source: 2021 HACR Corporate Inclusion Index Report, Hispanic Association on Corporate Responsibility.*





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***CATEGORY 1***

**800**

***Question:***

**What term is preferred by members of the Hispanic Community – Hispanic, Latin@, Latinx, Latine or Country of Origin?**



800

## 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

### Latina/Latino

- 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

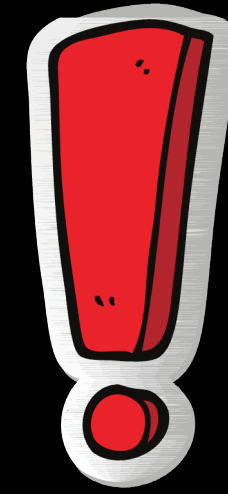
### Latinx & Latine

- 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.
- Latine, created by LGBTQIA+ community in Spanish speaking countries.

PEW Research Center



53% of Hispanics prefers  
to identify with their  
exact country of origin.





PART 1 ENGAGE:



Scorecard 

\_\_\_/100

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“  
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# What's Your Score?

GRANNA  
MAS

JEOPARDY  
WITH  
MIGUELITO

Top 5  
Misconceptions!





The key to engaging the Latinx community is recognizing the power of their identity. They are proud of who they are, and companies that embrace that will attract top talent.

Joey Avilés





# STRATEGIC FOCUS: EMPATHY MAPPING FOR THE HISPANIC EXPERIENCE



# EMPATHY MAPPING FOR THE HISPANIC EXPERIENCE

COLLABORATIVE VISUALIZATION TO ARTICULATE THE ATTITUDES AND BEHAVIORS OF USERS.

Empathy Mapping for the Hispanic Experience

**THINK & FEEL**

What might the persona be thinking and feeling about their healthcare experience?

**SEE**

What do they see in their environment?  
What interactions do they observe?

1 2  
3 4

**HEAR**

What are they hearing from healthcare providers, community, or colleagues?

**SAY & DO**

What might they say about their experience?  
What actions do they take?



**Persona Card 1: Patient**



You are a 55-year-old Hispanic woman with limited English proficiency who needs to schedule a mammogram. You are unfamiliar with the online appointment system and feel nervous about navigating the hospital system alone.

**Persona Card 2: Employee**



You are a bilingual Latinx 25-year-old. You often find yourself acting as an interpreter for Spanish-speaking patients, which detracts from your other duties. You feel better resources should be available to help staff communicate with non-English speaking patients.

**Persona Card 3: Community Member**



You are a leader in your local Hispanic community organization. You hear frequent complaints from community members about difficulty accessing healthcare services due to language barriers and lack of cultural sensitivity.



# To Become Fluent in HUMAN ENGAGE

1. Gift people your full presence and attention
2. Listen & share personal stories
3. Seek to connect at a human level



# Unlocking Potential: Representation Matters

E  
|  
EMPLOY





# Hispanics & STEM

The representation gap in STEM jobs is largest among Hispanic workers

We Must Close the Gap

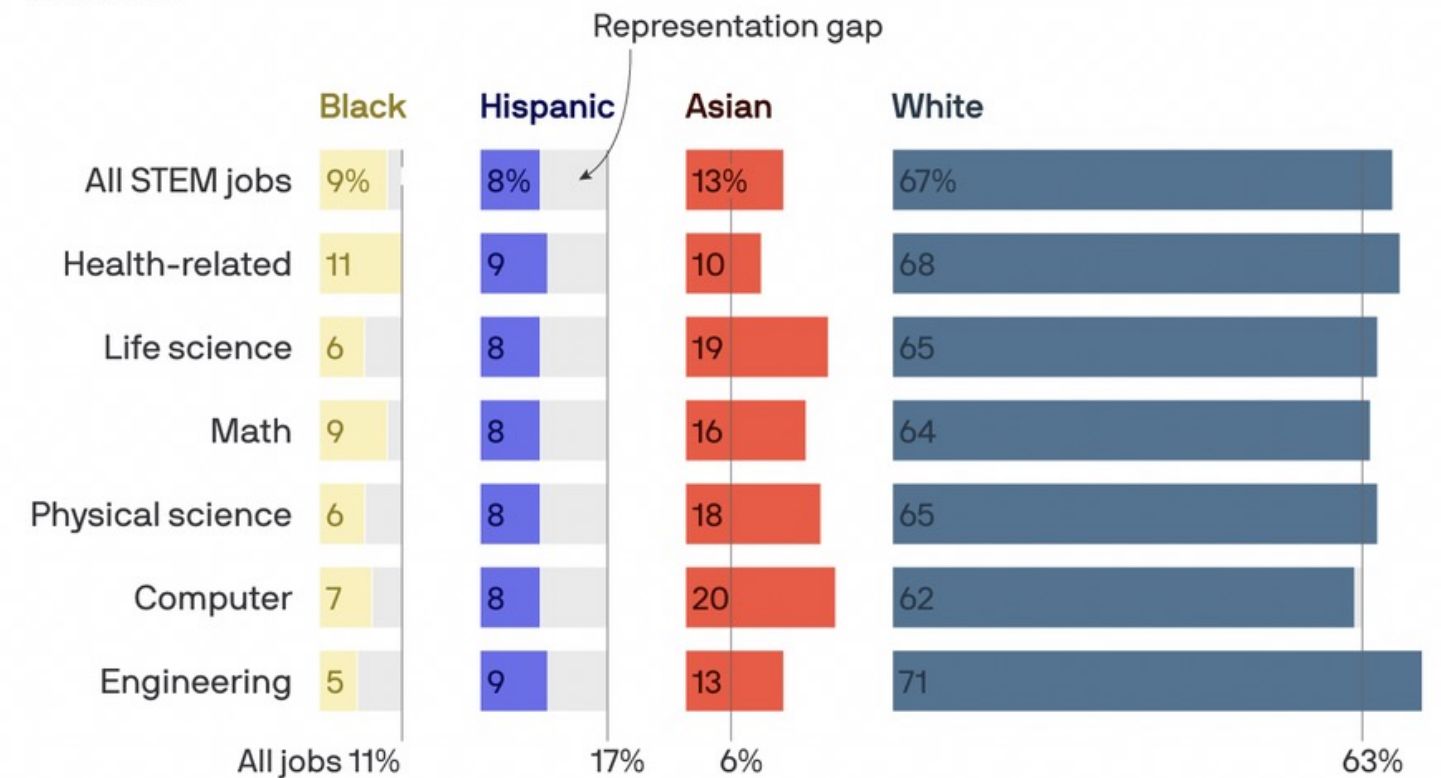
Hispanic workers make 8% of all STEM jobs but 17% of the total workforce.

There's a Need

3.4 Million skilled technical jobs are expected to be unfilled by 2022.

## Percent of U.S. STEM jobs by race/ethnicity

From 2017-19



Reproduced from Pew Research Center; Chart: Axios Visuals

"I was told growing up, 'You don't look like a scientist'," she says. "It was never about my capacity or creativity or ability to understand science. It was about the features of being female and Hispanic. It wears on you."



Dr. Pamela Padilla, the dean of the College of Science at the University of North Texas and president of SACNAS, the Society for Advancement of Chicanos/Hispanics and Native Americans in Science

# 1 IN 4

## GEN ZERS Are Hispanic

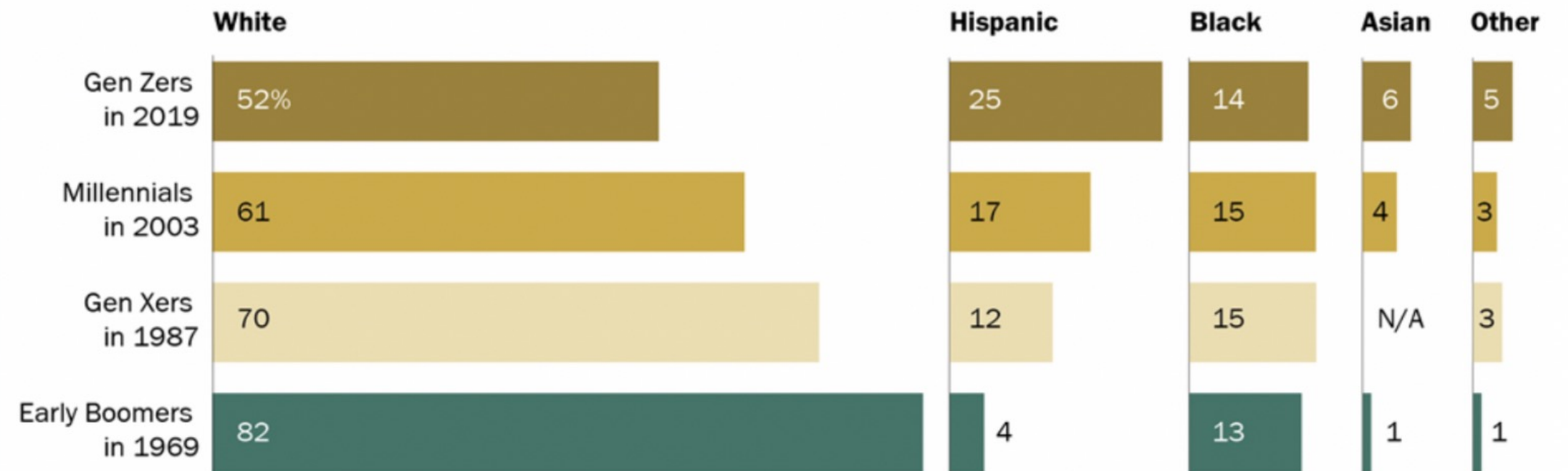
Members of Gen Z are more racially and ethnically diverse than any previous generation, and they are on track to be the most well-educated generation yet.

United States Based Data

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

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

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



# A Raising Superpower: Latinx Gen Z

Personal Mission:

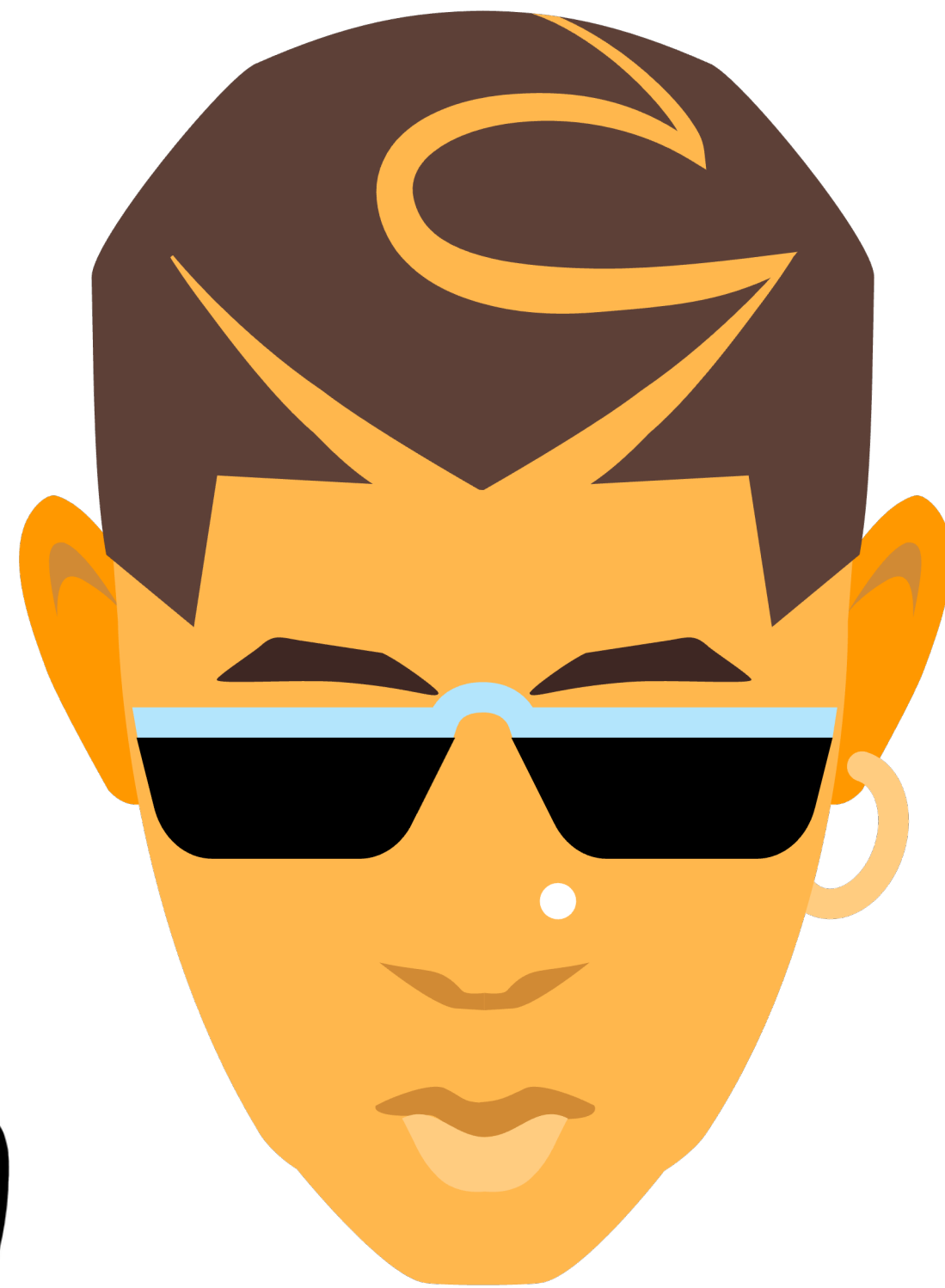
to become heroes, healers, rescuers as well as small business owners.

**YHLQMDLG**

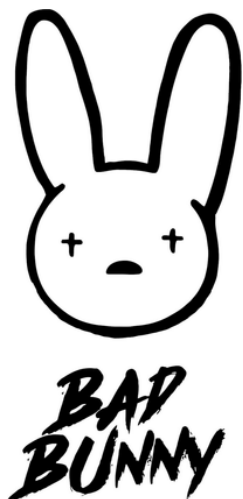
(Yo Hago Lo Que Me De La Gana)

I Do Whatever I Want

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



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



# Representation Matters

Hispanics

in

Tech

"I would tell myself, I can't have this job. There's nobody else that looks like me here,"  
There weren't other Latinas in these teams, I was always the only one."

*Michelle Villagran – Latinas in Tech*



# Ferrara. borg

**BUSINESS RESOURCE GROUPS**  
Impacting business  
through culture.

# SUMMIT



# BRG EVOLUTION<sup>©</sup> BLUEPRINT

**A THREE-STEP JOURNEY TO BRG EXCELLENCE**

**BRG ImpactTrack<sup>©</sup>**

“

Seeing is Believing:  
Representation Inspires,  
Empowers, Transforms.

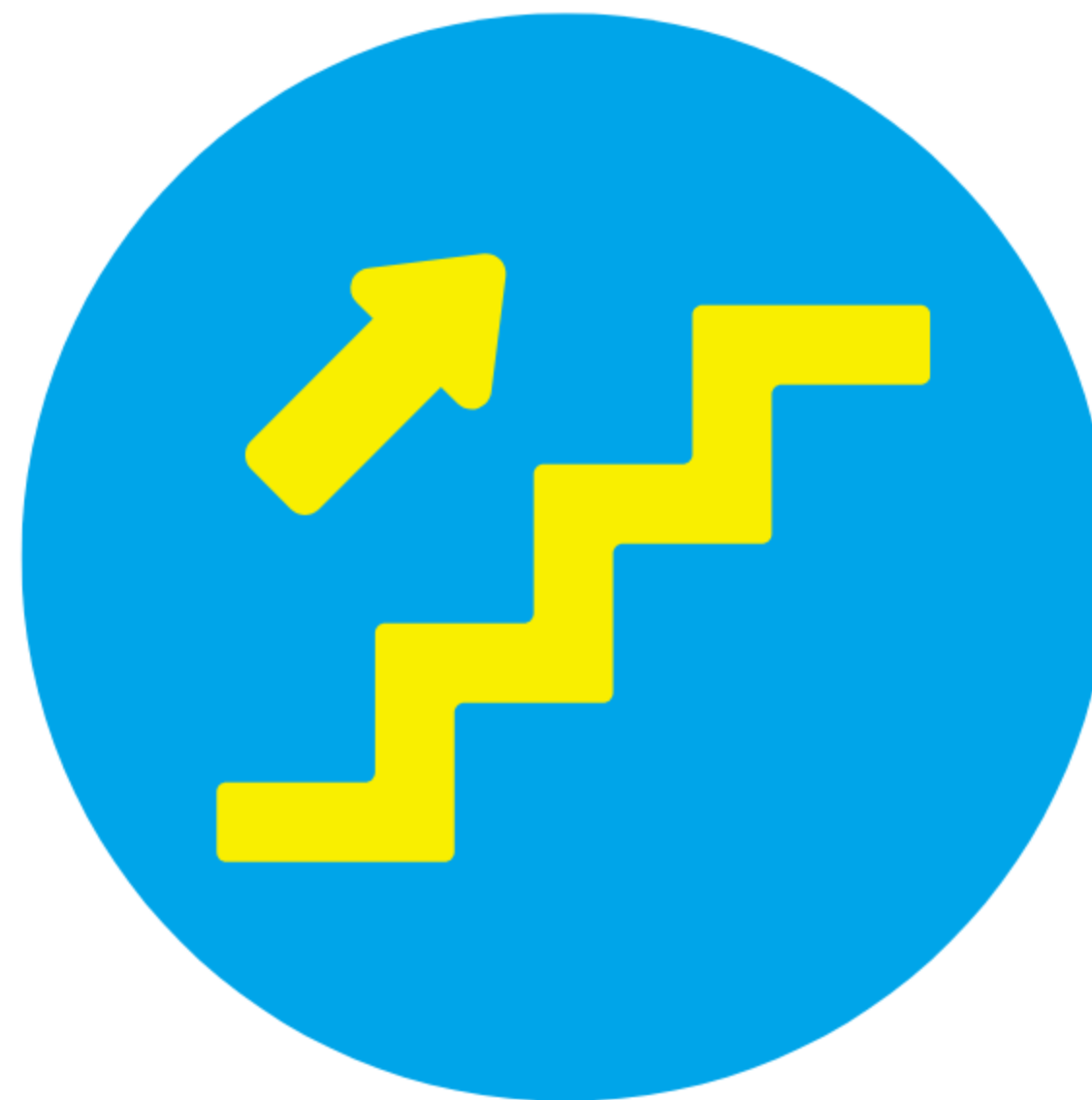
Joey Avilés

”





# E | ELEVATE





“

Elevating the Hispanic Community is more than just filling job openings. It's about creating a culture of inclusivity and belonging that benefits everyone.

Joey Avilés

”

**YOU  
BELONG  
HERE**



WHAT DID YOUR ANSWERS TO THE VISUALIZATION EXERCISE

**REVEAL** ABOUT YOUR OWN **BLIND SPOTS**?

**Journal of Managerial Psychology**  
**"The effect of Hispanic Accent on Employment Decisions"**

Spanish accented individuals:



Disadvantaged when applying for the job



Rated as less suitable for the job



Less likely to be promoted.

**LET'S TALK ABOUT**

*"Accents"*

# What Can You Do





# How to EMPLOY & ELEVATE THE HISPANIC COMMUNITY



**When it comes to the Hispanic community: Examine your assumptions & justify your decisions**



**Support Hispanic BRGs/ERGs**



**Volunteer as a mentor**



**Listen, understand, and acknowledge Hispanic perspectives**

# CALL TO ACTION



In the spirit of

**Engaging, Employing and Elevating**

the Hispanic Community what specific,  
actionable steps can we commit to  
taking within the next month to uplift  
and empower our Hispanic teammates,  
customers, and community?



# Share Some LOVE!

To Access ALL resources including a full copy of the presentation

## 1. Scan this QR code



or go to [talk.ac/joeyaviles](https://talk.ac/joeyaviles)

## 2. Enter this code on the screen




### Let's stay in touch!

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

 [info@joeyaviles.com](mailto:info@joeyaviles.com)

 [migueljoeyaviles](https://www.linkedin.com/in/migueljoeyaviles)

 202-855-4727

# Let's Connect



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Global Keynote Speaker