

Young Professionals and  
Unity Alliance Present

**CELEBRATING  
LA CULTURA HISPANA:**

**Leading with  
Hope, Love and  
Community**

**THE  
WORKBOOK**

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Workbook Belongs to



**Unity Alliance**



**Young Professionals**



**WWW.MIGUELJOEYAVILES.COM**

Global D&I Consultant | Keynote Speaker | Coach

**HISPANICS FULFILLING  
LIVES EVERY DAY:  
HOW TO EMPLOY, ENGAGE  
AND ELEVATE YOUR  
HISPANIC WORKFORCE**



**14 SEP**

3:00 PM - 4:00 PM



**REGISTER TODAY**



"Celebrating Brilliance. Celebrating greatness. Celebrating la Cultura Hispana. Come join us in a journey to experience how Hispanics have historically led through the power of hope, love and community."



**Unity Alliance**



**Young Professionals**



**MIGUEL JOEY AVILES**  
GLOBAL MOTIVATIONAL SPEAKER  
FORMER CHIEF OF  
DIVERSITY & INCLUSION

# ABOUT MIGUEL



Miguel Joey Aviles is a TEDx speaker, 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.

Miguel Joey Avilés served as the first civilian in the history of the US Coast Guard to become the Chief of Diversity and Inclusion. Recognized as a 2021 Top 15 Champion of Diversity by Diversity Global Magazine, as a Top 100 Executive Leader by Diversity MBA Magazine, and featured as an Inclusion Innovator by the Society of Human Resources Management (SHRM). 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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# PART 1

## EMPLOY:



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**“** *Opening the  
Doors of Opportunity* **”**

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# Did You Know?

## Fascinating Facts about the Hispanic Community

01

### 6 of 10 Hispanics are Millennials

The median age within the Hispanic community is 28 years, 6 years younger than the median in the country. Hispanics account for 25% of the youth in United States



02

### 1.7 Trillion in Purchasing Power

Latinos account for 20% of the key 18-34 marketing demographic. It is projected to grow up to 25% in the next 5 years.



03

### Hispanics are Entrepreneurs

86% of all new business in the last 10 years have been launched by Hispanics. 8 of 10 new business formed were Hispanic-owned.



04

### 86% of Hispanics in the country are legal residents or U.S. Citizens

Hispanics contribute 215 billion in taxes and 100 billion to social security



05

### 74% of US New Workers are Hispanics

Responsible for 82% of the workforce growth in the country. 60% have experienced discrimination.



06

### There are 60 million Hispanics in U.S, 18.1% of the population

14.4 Million Hispanics identify as Afro-Latinos



07

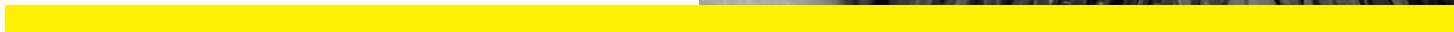
### 19 million latinos are essential workers

18% of active enlisted corps are Hispanic. 1 in 4 childcare professionals are Latinos



# PART 2

## ENGAGE:



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*Becoming Fluent in  
Human*

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**CO  
RE**



*Faith*

Fe

*Family*

Familia

*Friends*

Amigos

*Self-Improvement*

Superación

*Education*

Educación

*Hard-work*

Echarle Ganas



**VAL  
UES**

*Love, Hope & Community*

*Love, Hope & Community*



# PART 3

## ELEVATE:



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*Uplifting All*

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# 3

## THERE'S WORK TO DO

### UNDERREPRESENTATION

# 1

**Board Seats:** Hispanics account only for 3.5% of Fortune 500 Board Seats.

**Politics:** Hispanics are 18% of the population but just 1% in politics.

**TV:** 0.6% of all primetime program TV characters are Hispanic.

**Executives:** Only 4.3% of the executive suite is comprised by Hispanics

### MISREPRESENTATION

# 2

News media often misrepresents

Hispanics as:

- Dangerous
- Criminals
- Lazy
- Drug Traffickers
- Illegal
- Threat

### INEQUALITY

# 3

**Procurement:** On average, less than one (1) percent (.83%) of suppliers are Hispanic.

**Underpaid:** For every dollar earned by a white, non-Hispanic men, Latinas make 53 cents less.

**Unemployment:** Hispanic unemployment rate stood at 17.6 percent, higher than the national average of 13.3 percent



**I WANT TO HEAR FROM YOU**

**LET'S CONNECT!**

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