

ESPERANZA:
**A Celebration of
Hispanic Heritage
and Hope**

**THE
WORKBOOK**

Workbook Belongs to



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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).



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



PART 1

ENGAGE:





“

*Becoming Fluent in
Human*

”

**CO
RE**



Faith

Fe

Family

Familia

Friends

Amigos

Self-Improvement

Superación

Education

Educación

Hard-work

Echarle Ganas



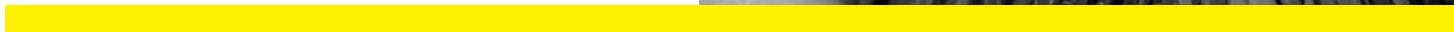
**VAL
UES**

Love, Hope & Community

Love, Hope & Community

PART 2

EMPLOY:



“
*Opening the
Doors of Opportunity*
”

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 3

ELEVATE:





“

Uplifting All

”

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

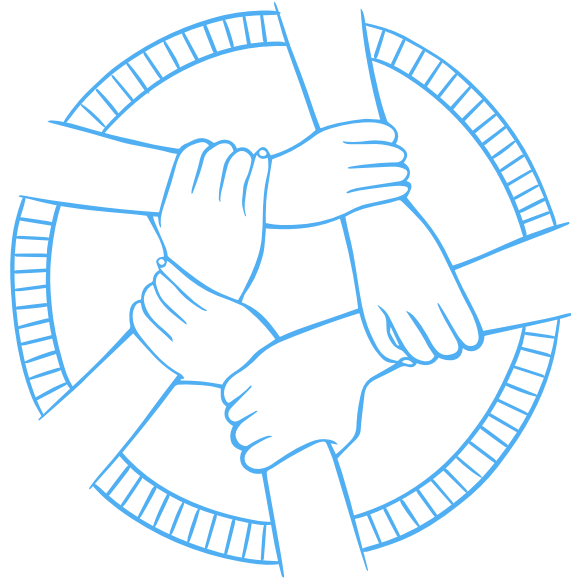
INEQUALITY

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



The Power of Allyship

Discussion Exercise

1

I Will Become an Ally Because ...



2

I Need an Ally Because ...

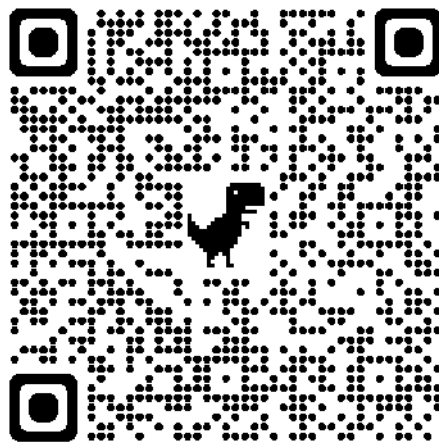




YOUR FEEDBACK IS IMPORTANT TO US

TELL US WHAT YOU THINK

Submit your feedback using the QR code below:



<https://forms.gle/zgzjFAG752vwxVV7>

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I WANT TO HEAR FROM YOU

LET'S CONNECT!

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