



WORKBOOK

HISPANIC

HERITAGE MONTH



**ESPERANZA:
A CELEBRATION OF HISPANIC
HERITAGE AND HOPE**

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ABOUT MIGUEL

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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 was named by LinkedIn as one of the 2022 Top Voices in Racial Equity. He served as the first civilian Chief of DEI in the history of the US Coast Guard. 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 15 years of experience at the Department of Defense (DOD), the Department of Interior (DOI), and the Department of Homeland Security (DHS).



To Unlock growth,
Unleash Innovation &
Drive Performance



ENGAGE

EMPLOY

ELEVATE



Scorecard



___/100

___/300

___/500

___/800

___/1700

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Becoming Fluent in Human

”

CORE

Love, Hope & Community



Faith

Fe

Family

Familia

Friends

Amigos

Self-Improvement

Superación

Education

Educación

Hard-work

Echarle Ganas



VALUES

Love, Hope & Community

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



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

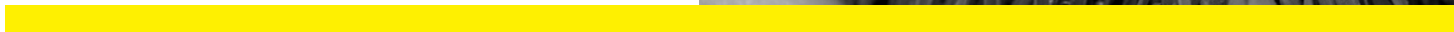
Procurement: On average, less than one (1) percent (.83%) of suppliers are Hispanic.

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

PART 2

EMPLOY:



“
*Opening the
Doors of Opportunity*
”

PART 3

ELEVATE:





HOW AM I
ELEVATING
SOMEONE
TODAY?

UNLEASHING ESPERANZA

ENGAGE

- Gift people your full presence and attention
- Listen & share personal stories
- Seek to connect at a human level

EMPLOY

- Support Hispanic BRGs/ERGs
- Listen, understand, and acknowledge Hispanic perspectives
- When it comes to the Hispanic community: Examine your assumptions & justify your decisions

ENGAGE

- Amabilidad (Kindness)
- Intentional Inclusion
- Hispanic-Minded Mentoring

ACTIONS & QUESTIONS TO IGNITE INCLUSION & PERFORMANCE

Use these actions & questions to intentionally seek inclusion to enhance growth, innovation and performance

Write down the specific actions you commit to execute and why:



Actions

- Engage in a reverse mentoring experience with a focus on inclusive behaviors
- Schedule meetings with the heads of Employee Resource Groups to discuss their employee experience in the organization
- Be prepared to authentically discuss your “diversity story”
- Demonstrate curiosity about team members experiences, perspectives and feelings
- Be aware of the dynamics of intent vs impact during D&I conversations
- Sharpen your listening skills by: 1) confirming what you understand as a listener; 2) let members speak without being interrupted; 3) keep emotions in check by not showing defensive behaviors
- Be intentional about demonstrating inclusive language, images and symbols
- Complete a psychological safety assessment of your team/organization



Questions

- Tell me about a time you felt included in the workplace and a time when you didn't
- What are some of the inclusive behaviors displayed by the best leaders you've had in your career?
- How can I better demonstrate my commitment to diversity and inclusion?
- How can I give you more autonomy in how you can best complete your work?
- How can I be more inclusive in my decision making?
- How can I ensure you feel respected and heard?
How can I better help you access support and resources within and outside of our team?

ACTIONS & QUESTIONS TO ELEVATE PEOPLE THROUGH THE POWER OF INCLUSION

Use these actions & questions to intentionally seek inclusion to enhance growth, innovation and performance

Write down the specific actions you commit to execute and why:

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?

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?

Ignite D&I Courageous Dialogues

- Seek understanding from minoritized 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: Have you ever felt rejected for being different?

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LET'S CONNECT!

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