



of the workforce are Latinos but they hold only 10% of management and 4% of executive roles.

Yet only 0.5% of Latinos have access to effective professional development.

Ignite

Ignite offers professional Latinos an opportunity to:

- Explore identity
- Build confidence
- Use neuroscience to develop executive decision-making techniques
- Create a framework for advancement
- Increase social capital

Latino professionals face unique barriers and challenges in the workplace. 60% of Latino professionals aged 18-34 feel they have been overlooked or intentionally passed by for career advancement opportunities. 76% report that they repress or hide part of their identity and culture because they believe that it will help them advance in their careers.

Ignite provides the technical and social capital to help Latino professionals overcome these barriers and challenges to unleash their full leadership potential.

Leadership Development that is Culturally Relevant, Neuroscience Based, and Community Focused

According to a study released by IBM titled, “Untapped potential: The Hispanic talent potential,” **traditional professional development programs have limited effectiveness for Latinos because they fail to address the rich diversity of experiences, values, and behaviors of Latinos in the U.S.**

Ignite was developed to reflect the deep richness and cultural diversity of the Latino community. It meets individuals where they are in their unique leadership journey.

Based in Neuroscience, it provides the foundation for helping individuals better understand how they think, so they can acknowledge how they feel, and ultimately tap into how they can become more effective leaders.

Beyond the technical capital that Ignite offers, individuals will increase their social capital by cultivating meaningful relationships with other Latino professionals who can relate to their unique leadership journey and support them along the way.

“During the Ignite program, I learned about my personal ambition and developed attitudes, abilities, and actions that I will be implementing as I continue my leadership journey. Before Ignite I always apologized for who I was and for what I wasn’t. Because of Ignite I now know the full value I bring as an effective leader who is worthy of success.”

- Vianney Rodriguez Bernhardt,
CWSP – Director of Operations,
Arrupe Jesuit High School



Unleashing the Full Potential of Latino Professionals

PROGRAM DETAILS

- One 60-minute Orientation followed by five 2-hour virtual sessions
- Individuals will directly apply each session’s key learning objectives in both independent and partner work

ORIENTATION

Participants will gain more information about the program, the learning management system that houses all course materials, and the Latino Leadership Institute.

MODULE 1: ROOTS OF IDENTITY

Participants will explore their Latino identity and how it may impact their leadership, examine external influences, and apply their lived experiences to the Identity Inventory.

MODULE 2: OVERCOMING SUCCESS BARRIERS

Participants will work to overcome internal and external barriers to success. Topics covered include cultivating belonging in the workplace, addressing impostor syndrome, and overcoming fear.

MODULE 3: NEUROLEADERSHIP

Participants will learn a science-based approach to better decision-making and work together to develop agile leadership skills to lead more effectively during times of uncertainty.

MODULE 4: OPTIMIZING PERFORMANCE

Participants will learn to optimize performance while building and maintaining an integrated life. They will focus on prioritization, time management, and creative flow.

MODULE 5: SCIENCE OF CHANGE

Participants will gain an understanding of how we can override unwanted thinking and habits through a neuroscience approach. They will learn strategies to make new thoughts and behaviors stick.

Contact Michelle Martinez-Cardon at michelle@latinoslead.org for more information.

About the Latino Leadership Institute (LLI): We unlock the full economic and social potential of Latinos by preparing, connecting, and elevating Latino leaders and entrepreneurs

