



Building a Nation of Latino Leaders

Nuestra Cultura: The Foundation of Latino Leadership



The Antecedents and Roots of Latino Leadership



Uno: Nuestra Historia: The Birth of LA RAZA

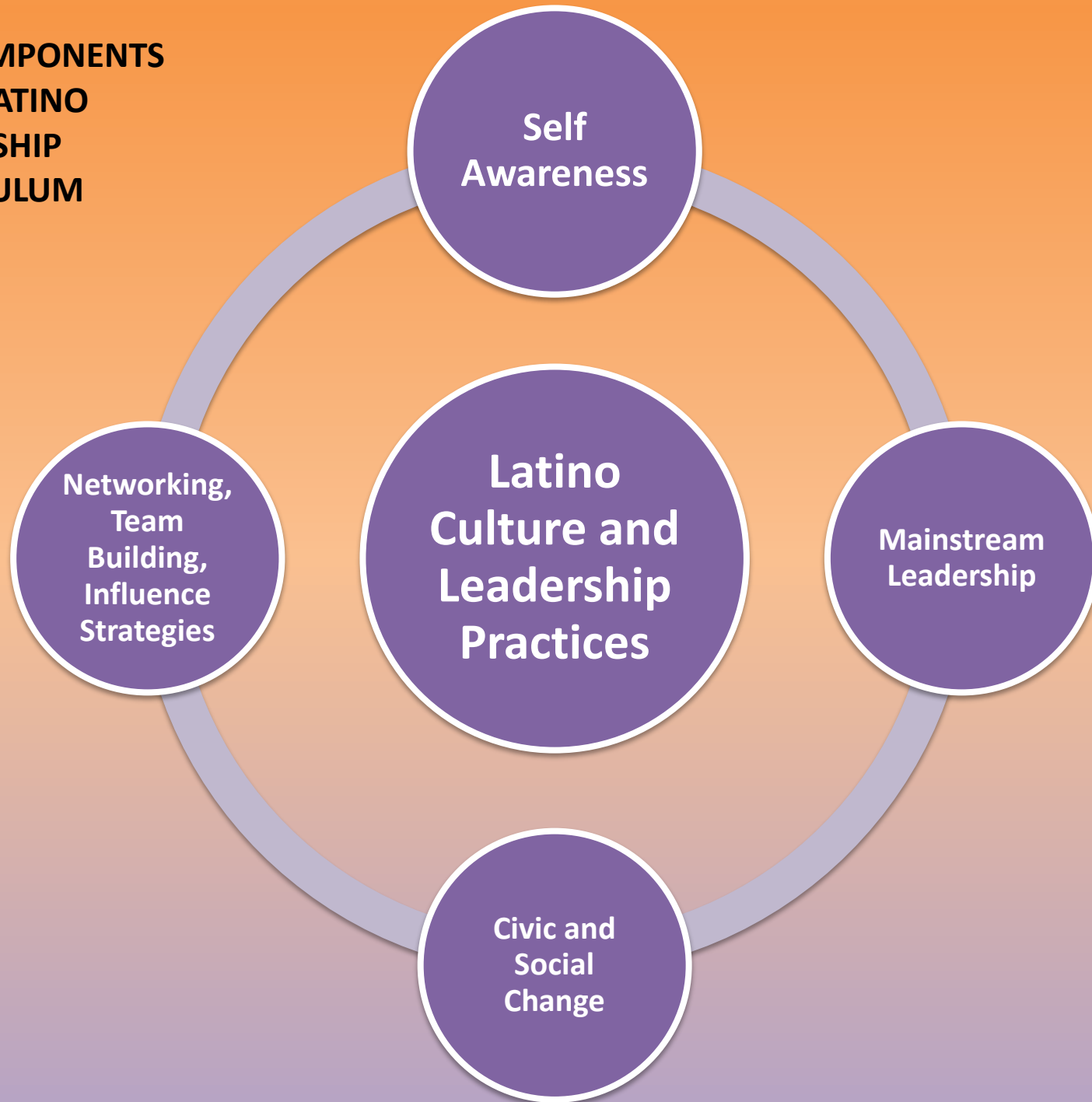
Ancient Roots and Mixed Races – Mestizo Ancestry

Dos: La Cultura: Culturally Based Leadership

- **A Collective WE culture: La familia y la comunidad**
- **Bienvenido – Inclusiveness and Diversity**
- **Values: Such as generosity/sharing - Respeto**
Hard Work - Simpático - Ser Honesto – Servicio
- **International, Intergenerational, Intercultural**

Tres: La Lucha: Colonization, deemed minorities, discrimination and exclusion, result in social activist – change-oriented leadership

**KEY COMPONENTS
FOR A LATINO
LEADERSHIP
CURRICULUM**



Latino Culture and Leadership Practices

Latino diversity, history,
cultural identity and
assets

Position of Latinos as
“minorities” and White
privilege/discrimination

Latino leadership
practices and principles

Exposure to Latino role
models

Honor and Learn from the Past

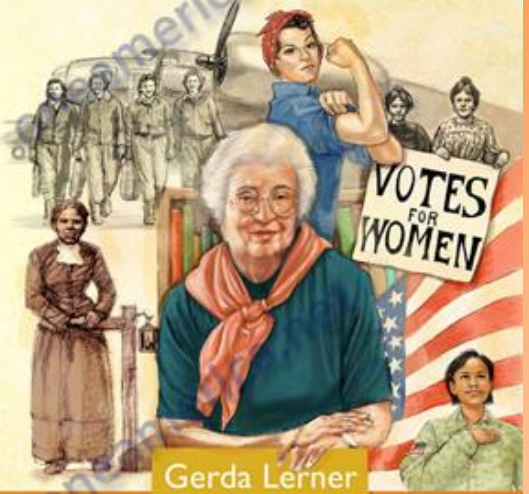


Black History Month

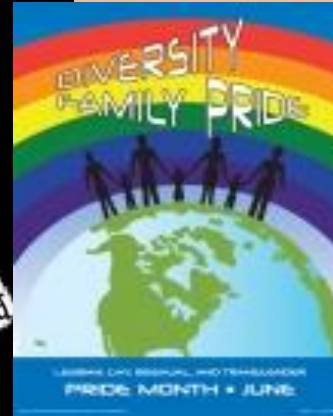


National Hispanic Heritage Month
Many Backgrounds, Many Stories, One American Spirit
SEPTEMBER 15 - OCTOBER 15

**National Women's History
Month-March**

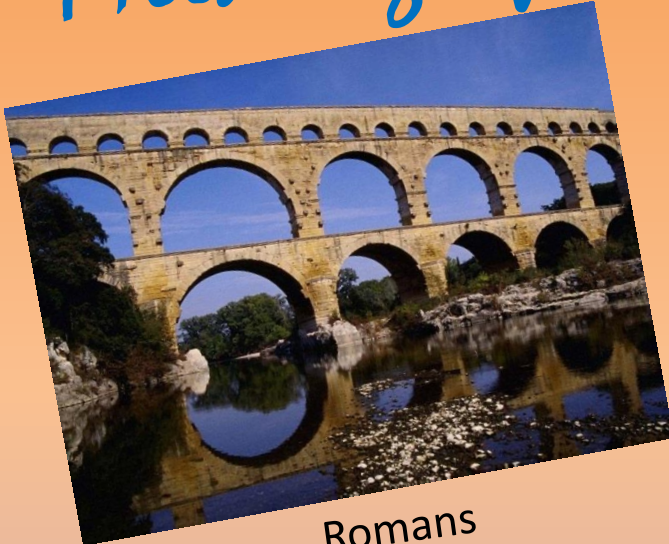


Our History is Our Strength



The Spanish were the MESTIZOS of Europe

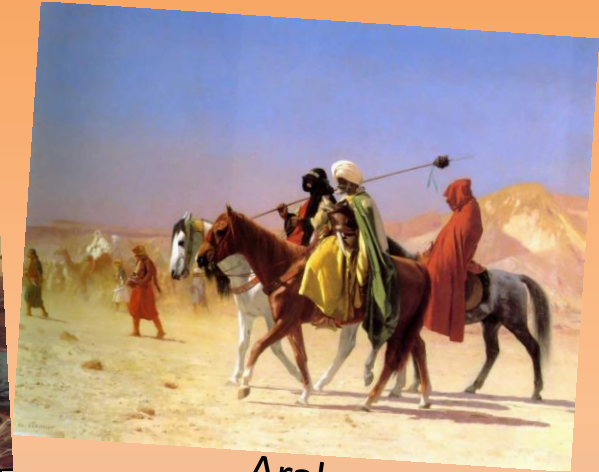
Melding of Cultures



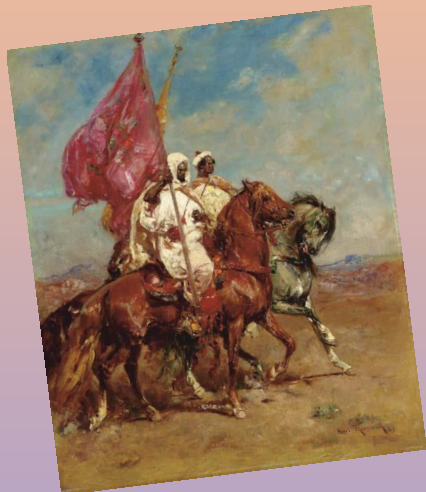
Romans



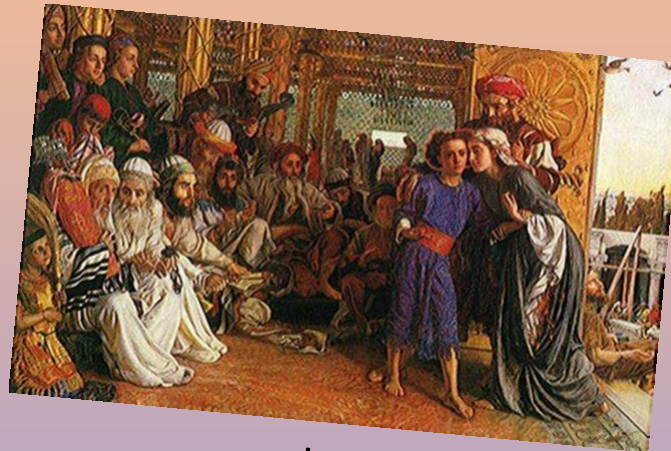
Visigoths



Arabs



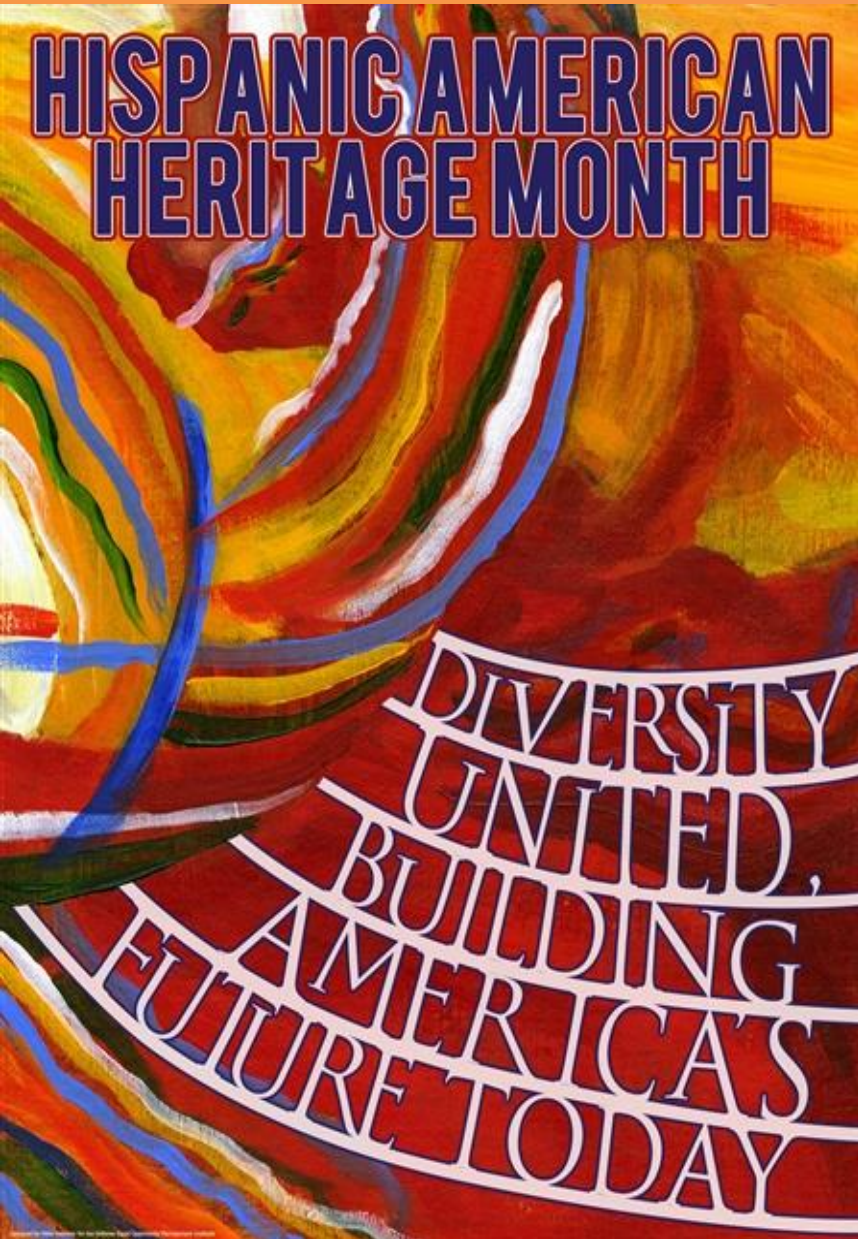
Moors



Jews



Catholics



The Bienvendio Spirit

Because of their History & Colonization Latinos are Diversity & Value Inclusiveness



ADAPTABLE

Resilient

STRONGER

Prolific

Es Algo Genetico

Latinas have
HYBRID
VIGOR



The Evolving Latino Identity



1977 – Hispanics Declared a Minority

1980 – Hispanics Included in US Census

2000 – Latino added to US Census

2012 – 51% of Latinos still identify with their countries of origin

 **Hispanic Identity**



Latinos are in the identity formation stage

Our Leaders must
forge **UNITY** from
our Immense
DIVERSITY
and nurture
Respect for
differences



Latinos are SALSA



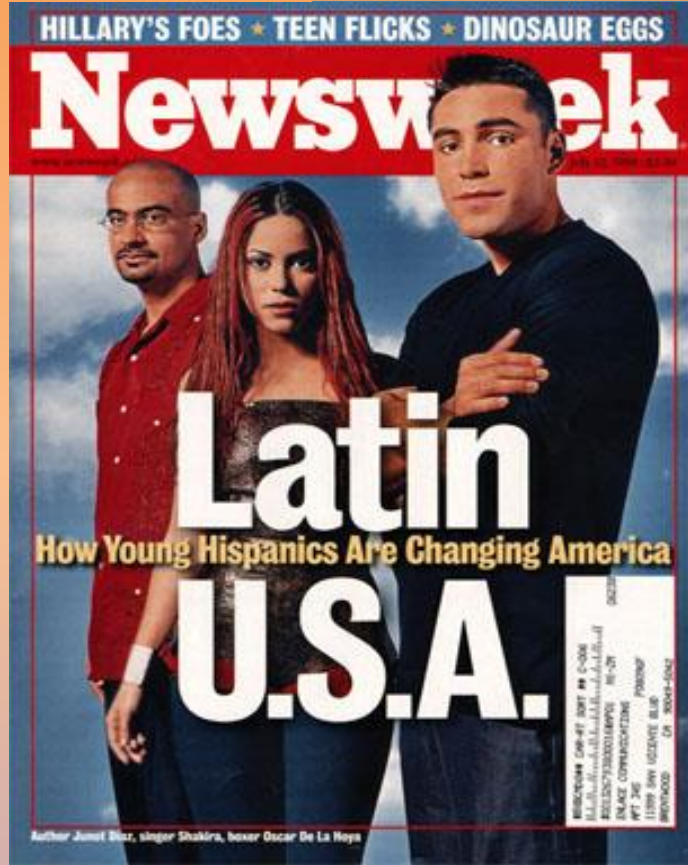
Latinos are an ethnic group, much like the Jewish community. A shared history, the Spanish language, a common spiritual tradition, and a core set of dynamic values unites them

Latinos are a culture not a race and culture can be learned: The Prototype for an Inclusive Nation! LOS PRIMOS...

Assimilation- Acculturation Continuum

Assimilation
means
adopting a new
culture and
giving up ones
own culture in
order to do so.

31% of Hispanics say they want to be more LATINO while 60% say they want to be Bi-Cultural



Acculturation
is cultural
borrowing
between diverse
peoples
resulting in new
and blended
patterns.

Latinos are Acculturating

THE LATINIZATION OF AMERICA

Salsa now outranks ketchup as the US favorite Condiment with more than \$764 million in sales a year



In 2004 tortillas became the most popular bread (beating white bread) in the US with sales surpassing \$6 billion



Source: Tortilla Industry Association

Coffee

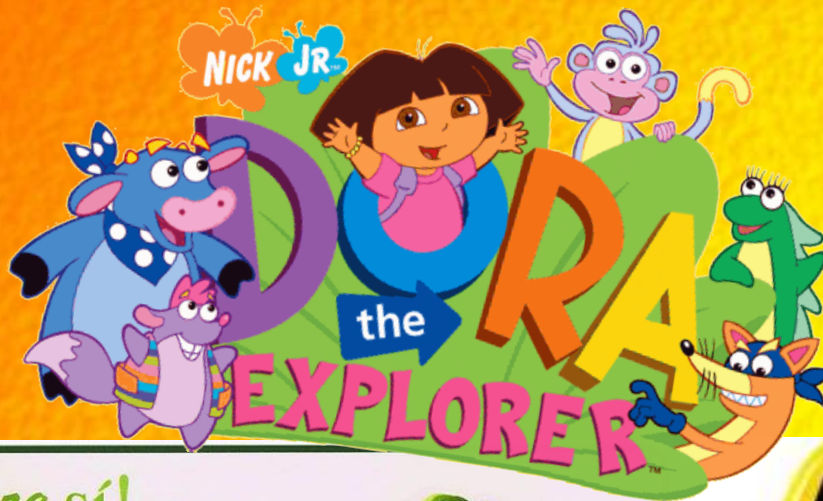


Wake up and smell the *cafecito*



Margaritas

English
&
español



LIVE MÁS



me encanta



Stop Studying
Spanish and
start Living it.

Find the right school
for you in worlds
largest Spanish
Immersion
Directory



nextel

"The next big thing
puedes ser tú.

> haz que suceda <



Latinos are “Blowing UP”



“I am an immigrant like Alfonso Cuarón and Alejandro Iñárritu], my compadres. Like Gael García Bernal, Salma Hayek and like many, many of you.” Guillermo del Toro

Honor, Connect,
Learn from those who
came before

¿Y TU ABUELA?

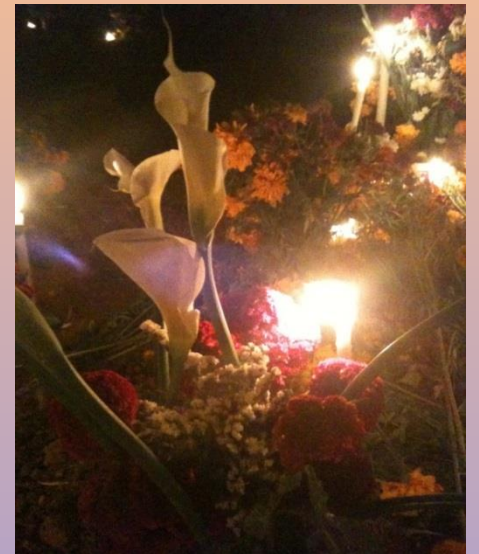


Who is an antepasado you connect with and who guides you?



What did you
learn from them?

What qualities
do you want to
emulate?



A Community Altar in Oaxaca, Mexico



Honor the wisdom of the elders
The vision and potential of youth



The Power of **WE**

Leadership by the MANY

Si se puede!
Yes we Can!



“Latinos are simply more communal and more inclusive. If everyone chips in and does his or her part, things gets done quicker, relationships become stronger, and we can have a good time.” Mayor Julian Castro

WE – familia, community

People Come First – Serving Others



Generosidad

Mi Casa es Su Casa



Respeto

El respeto al derecho ajeno es la paz



Honesto

Hombre/Mujer de Palabra



Servicio

Como puedo servirle?



Trabajar

Los que no trabajan no comen

Trabajar – Work is dignified



Hispanics account for 75% of the nation's labor force growth from 2010 to 2020

By 2050 - 30% of American workers will be Hispanic!

A way to contribute

Cultural Dichos: Foundation for Leadership

Hagalo con orgullo...con gusto



Camarón que se duerme,
se lo lleva la corriente



No hay mal que
por bien no venga

Cada cabeza es un mundo



Gozar la Vida - Fiesta

Leadership that Celebrates Life!

Celebration sustains people, nurtures familia y comunidad, builds collective memories and Latino identity



FIESTA!

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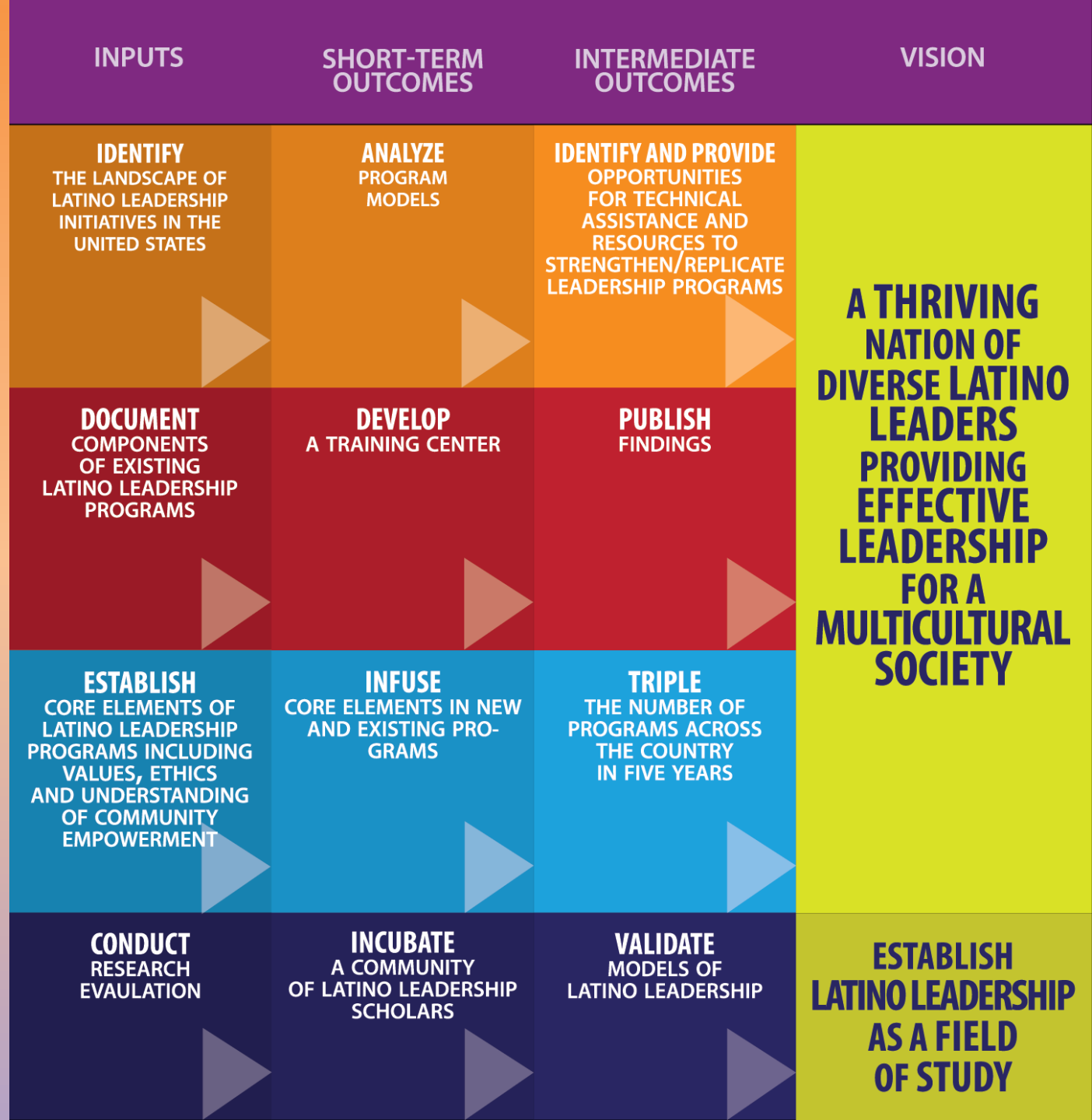
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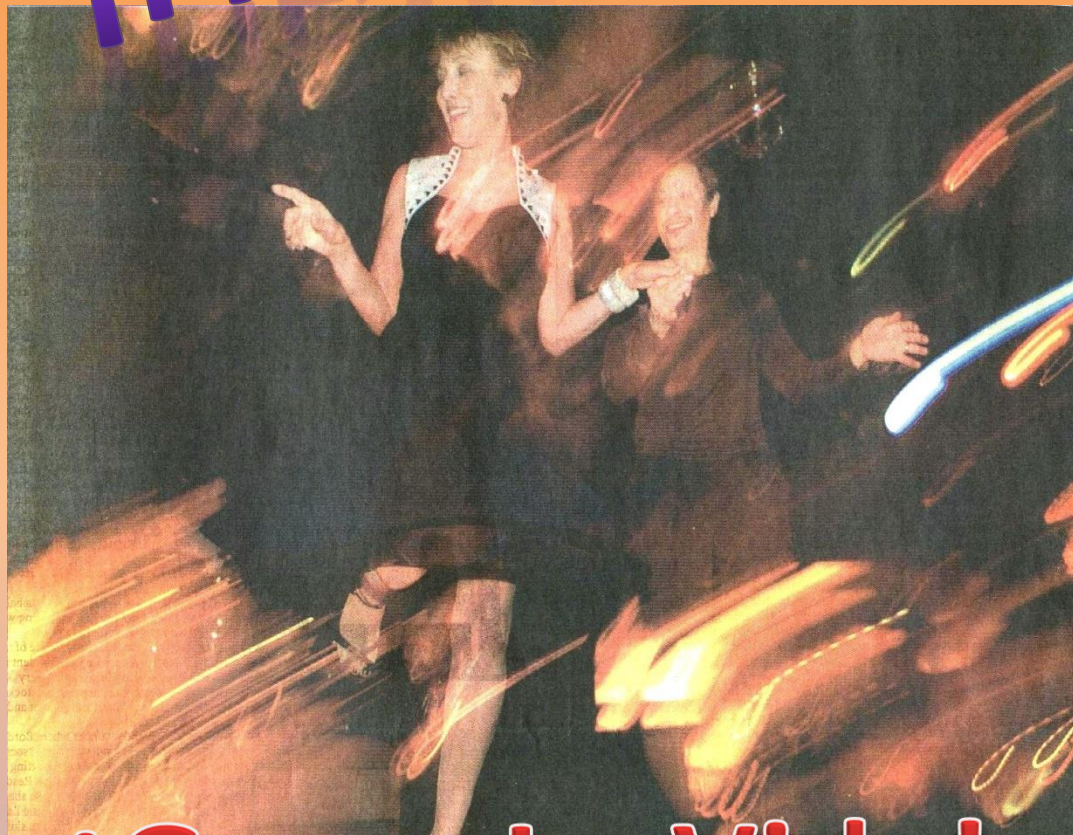
Latino leadership
practices and principles

Exposure to Latino role
models

THEORY OF CHANGE



¡FIESTA!



¡Gozar La Vida!

Work

Community

HOW CAN YOU
CELEBRATE THE
LATINO
CULTURE

Lideramos

Familia

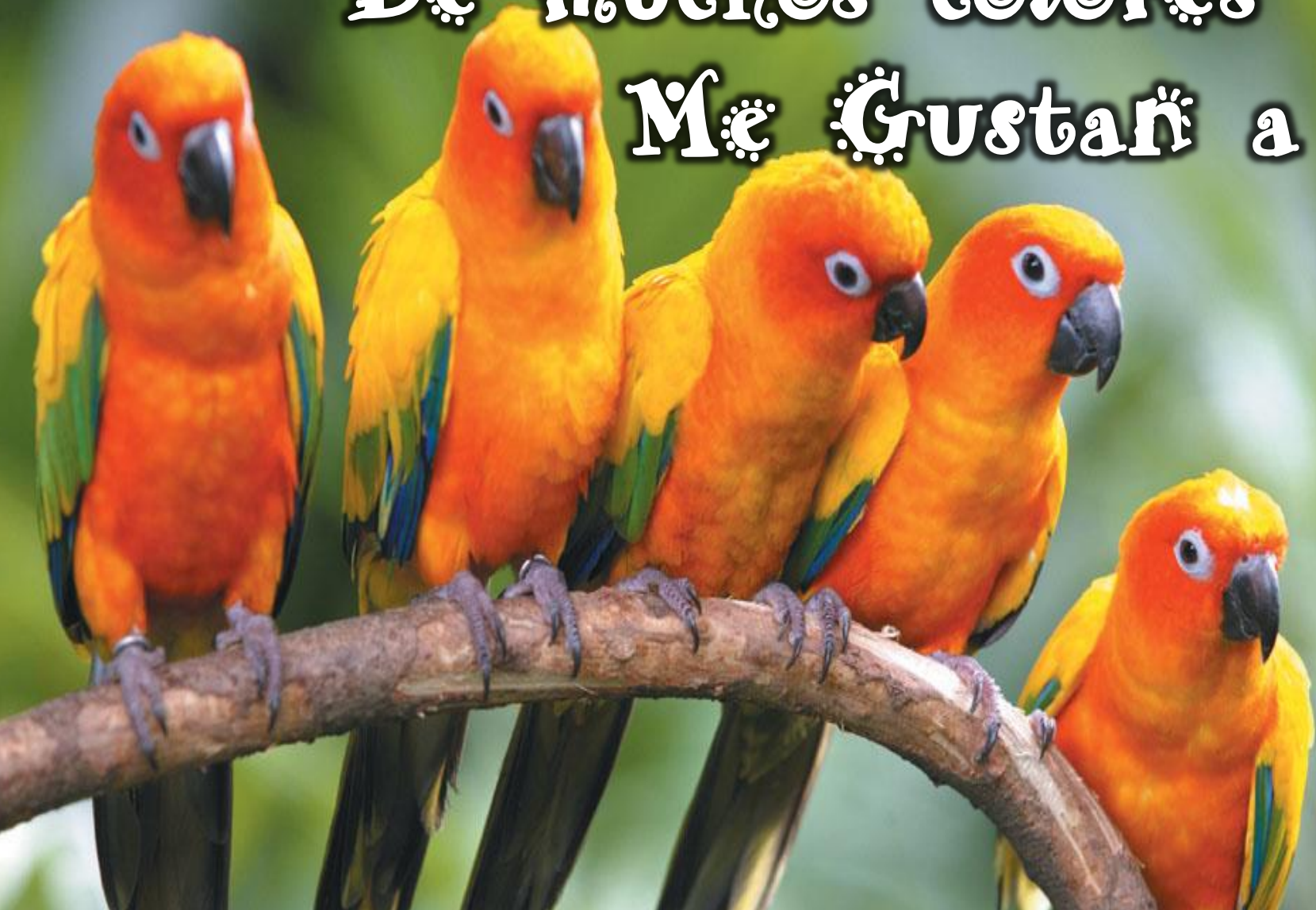
Salsa

*De Colores - De Colores se visten los
compos en la primavera*

*De Colores - De Colores son los pajaritos que
viene de afuera*

*De Colores - De Colores es arco iris que vemos
lucir*

Y por eso los grandes amores
De muchos colores
Me Gustan a mi



Canta el gallo
Canta el gallo con el



quiri quiri quiri quiri quiri

A photograph of a brown hen, a colorful rooster, and their five chicks on a grassy field. The hen is on the left, facing right. The rooster is on the right, facing left, with its tail feathers raised. Five small chicks are in the foreground, scattered around. The background is a grassy field with some shadows.

La Gallina, La Gallena con el 'Kara Kara Kara Kara'

Los Poluelos, Los Poluelos, Los Poluelos con el 'pio, pip,pip,pio, pi'

Y por eso los grandes amores
De muchos colores
Me Gustan a mi

