



## Discussion Questions for Employees

- The data shows an education gap for Hispanic/Latinx citizens. Why do you think that is and what can be done to address it in corporate America?
- As the Hispanic/Latinx population grows, so does its buying power. How do you think companies need to change their ways of doing business to better serve this demographic and thus improve the outlook for the business?

## Leadership Spotlight

Perhaps the most notable workplace trend of 2021 has been the number of people leaving it. It's now referred to as the "Great Resignation" as people come to the grip with the finite nature of life and opt to seize the day by pursuing careers in new fields they find more invigorating and fulfilling.

This mass movement of talent is also becoming known by some as the "Great Opportunity." With increased turnover and hiring on the rise, there has never been a better time to develop a personal brand that can be used to pursue the career you've always wanted.

For Hispanic/Latinx professionals looking to reshape their futures, developing their personal brand around their abilities is as easy as it is for everyone else, but building it around their possibilities is an opportunity that should not be left for another day. To help with that journey, here is some advice from Hispanic/Latinx and diversity leaders on how to go about reshaping your career.



"We cannot change the past and we may not be able to change our present circumstances. What we can do is choose positivity over negativity and action over inaction. We can choose to meet adversity with resilience and uncertainty with inquisitiveness. We can seize the smaller win that leads to the bigger victory. Opportunity is always present. Personal growth should be constant. Choose to look ahead, go forward, and live fully."

–**David Rodriguez, Global Chief Human Resources Officer, Marriott International**



"Bring intention and purpose to all the paths you pursue and the challenges you take on. As you navigate the new opportunities in today's changing business world, it is a welcome relief to meet someone who is purposeful and mindful of their personal growth."

**–Salvador Mendoza, Vice President, Diversity, Equity & Inclusion, NBCUniversal**



"Behind every great personal brand is a story. Beyond your career, you carry an identity that brought you to where you are today. Think through that identity and the path you followed to arrive at your current destination. Who were your guiding lights? How did your experiences support your interests? What skills do you possess? How do those skills play into your strengths? Then, craft your narrative and tell your story as you're building relationships in person or via your professional networks online. Use your résumé as a place to continue the dialogue. Call out the unique skills you have, such as bilingual fluency, critical thinking, agile project management, or strategic planning. Remember that your diverse cultural heritage and background are a dynamic plus as our country and world continue to diversify. Lastly, don't worry about having a plan. Stay open to new possibilities. Some of the best career choices and opportunities happen unexpectedly."

**–Carly Sanchez, EVP of Talent Acquisition and Diversity Recruiting, Wells Fargo**



"Building a personal brand may sound intimidating. To help you get started, ask close friends, family and coworkers you trust to help you identify your brand elements. Do not be afraid to be vulnerable. If English is not your first language, use that as a strength because it shows you are bilingual or multi-lingual, which can be a competitive advantage. Be open and willing to take risks, share your personal story about what differentiates you, and do not be shy about the value you bring. Be authentic and genuine about it. Have a clear vision on what you want to do next and go get it!"

**–Tony Tenicela, VP Diversity, Equity and Inclusion, Sodexo USA**