



With Your Host
Tom Floyd

SHOW HOST

Tom Floyd, founder and CEO of Insight Educational Consulting (IEC), is a dynamic business man and speaker, who has grown a multi-million dollar business guiding Fortune 500 companies in the implementation of change management, workforce performance, and learning solutions. The ultimate combination of a strategic visionary and project leader, Tom is cross trained in business strategy, focusing specifically on organizational change, human performance, and employee development.

GUEST BIOS

Dr. Donna Maria Blancero PhD is the Vice President of Research for the National Society of Hispanic MBAs and is also the founding editor of **The Business Journal of Hispanic Research**. She has been researching Hispanics in business for more than 10 years, with an expertise in mentoring, networking and fairness perceptions.

Rose Mary Bombella-Tobias is a coach and principal of Global Diversity Solutions Group, and co-author of **Barron's The Complete Job Search Guide for Latinos**. A nationally recognized executive and management consultant, Rose Mary was the first Latino in Illinois history to be appointed to the Governor's Cabinet as director of the Department of Human Rights.

Deborah Deras is a coach and co-founder of Synergy Unlimited, a self-mastery company that uses the power of the mind to get at the root cause of productivity challenges. Deborah co-founded the first-ever Latina Business and Entrepreneur Network and is also featured regularly as an expert coach and speaker in **Latina** and **Catalina** magazines.

Dr. Lea Ybarra is co-author of the book **Americanos: Latino Life in the U.S.** written with Edward James Olmos and M. Monterrey, and an executive producer of the HBO film **Americanos**. She has been a university professor and administrator for more than 25 years, and currently serves as Executive Director of the John Hopkins University Center for Talented Youth.

Coaching Latino Audiences and Teams

MONDAY DECEMBER 10TH, 2007

11AM PT (2 PM ET)

American workplaces are increasingly diverse in race and culture.

In particular, the Hispanic/Latino population - young, U.S.-born and educated, and primarily English speakers - have an entrepreneurial bent that is helping to fuel the U.S. economy, and are poised to bring about the next American social and cultural revolution.

This program explores the growth of Hispanic/Latino audiences and looks at how coaching helps to address a population that largely represents our country today.

HIGHLIGHTS

According to 2000 data from the U.S. Census Bureau, the Hispanic/Latino population in the United States grew 38.8 percent to more than 31 million, and is expected to reach 44 million by 2010.

HispanTelligence reports the number of Hispanic-owned businesses in the United States is expected to grow 55% in the next six years to 3.2 million, with total revenues surging 70 percent to more than \$465 billion.

However in contrast to these trends, studies done by many organizations like the Hispanic Association on Corporate Responsibility (HACR) conclude that 71% of top U.S. companies lack Hispanic representation on their boards.

Why is the Latino community underrepresented in Corporate America today?

And how are coaches guiding both corporations and individuals in creating more opportunities for this diverse and growing group? Our panel of experts address these questions and more.

Highlights of the show include:

- How coaching Latinos can be distinctive from other groups.
- How cultural values like the importance of family impact Latino professionals in the workplace.
- The challenges Latino executives typically face in moving up the career ladder.
- Generational differences in younger Latinos versus those in the Baby Boomer and Traditionalist generations.
- How coaches are helping Latino professionals in areas including networking, recruiting, and discussing their strengths.
- The differences Latina women face in the workplace from Latino men.

For more information on **Insight on Coaching**, feel free to contact Tom directly at tfloyd@ieconsulting.biz

"WE CAN QUIBBLE ABOUT THE SPECIFIC NUMBERS, BUT GENERALLY SPEAKING, WE'RE ABOUT 14.5% OF THE POPULATION AND ABOUT 13% OF THE WORKFORCE. HOWEVER A LITTLE LESS THAN 7% OF LATINOS ARE IN PROFESSIONAL POSITIONS. WE'RE CLEARLY NOT SEEING OURSELVES REPRESENTED AT THE TOP."

DR. DONNA MARIA BLANCERO PHD

"WE'RE WORKING WITH RECRUITERS TO TEACH THEM HOW TO REACH OUT TO LATINOS TO MAKE SURE THEY ARE AWARE OF IMPORTANT CULTURAL DIFFERENCES WHEN RECRUITING IN THESE COMMUNITIES. TRUST, THE IMPORTANCE OF BUILDING RELATIONSHIPS, FAMILY - ENORMOUS VALUE IS PLACED ON THESE TRAITS IN THE LATINO COMMUNITY."

ROSE MARY BOMBELLA-TOBIAS

"I'VE BEEN COACHING LATINA ENTREPRENEURS, WHO ARE THE LARGEST GROWING SEGMENT AMONG SMALL BUSINESS OWNERS. MANY LATINAS HAVE DECIDED THEY ARE GOING TO HAVE A BETTER LIFE FOR THEIR FAMILIES AND AS A RESULT ARE STARTING THEIR OWN BUSINESSES IN VARIOUS DIFFERENT AVENUES. ONE OF THE CHALLENGES THESE WOMEN HAVE COME TO ME WITH IS A FEELING OF GUILT FOR MAKING MORE MONEY THAN THEIR FAMILY."

DEBORAH DERAS

"SOME LATINOS WHO DO REACH POSITIONS OF INFLUENCE FEEL LIKE THEY'RE NOT ONLY REPRESENTING THEMSELVES WHEN IN THESE POSITIONS, BUT FEEL THEY HAVE TO REPRESENT ALL OF THE OTHER LATINOS TOO. THEY FEEL LIKE IF THEY SCREW UP, THE NEXT LATINO WHO RISES THROUGH THE RANKS WILL BE LOOKED AT DIFFERENTLY - AND NOT NECESSARILY IN A POSITIVE LIGHT. AND THAT'S A HEAVY RESPONSIBILITY WHEN YOU THINK ABOUT IT."

DR. LEA YBARRA

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