

**MASTERCLASS**

# Empowering Latino Leaders: Unleashing our *Cultural Drivers*<sup>™</sup> for Success



**OVERVIEW**

Come explore and celebrate the unique Latino/Hispanic leadership styles and Cultural Drivers in an exclusive Masterclass. This Masterclass highlights Latino leaders' rich diversity and contributions while providing a platform for discussion, learning, and inspiration. It is a space for leaders from diverse Hispanic/Latino backgrounds to share their experiences, insights, and strategies for success. Through a combination of discussions, lectures by El Puente Institute faculty, and collaborative learning, the Masterclass provides a safe space for leaders to gain an understanding of the linkages between their cultural identity and their leadership.



**5 Week virtual course**  
One hour per week



**Guided learning experience**



**Discussion forums and collaboration with fellow cohort participants**



**Virtual office hours**  
Ask the faculty questions and get immediate feedback

**Key Benefits**

Explore and celebrate the unique leadership styles and cultural values within the Latino Leader.

A space for leaders from diverse backgrounds to share experiences, insights, and strategies for success.

**Learning Outcomes**

Create a clear understanding of Latino cultural drivers to enhance leadership effectiveness and promote inclusivity in various settings.

Promote cultural understanding and foster collaborative leadership practices across different sectors and industries.

## Who This Masterclass Benefits



**Latino Professionals**



**Latino Executive Leaders**



**Latino Emerging Leaders**



**Non-Latino Leaders (Allies)**

## Week 1 What are Cultural Drivers™

- Understanding what cultural drivers are
- Introduction to key cultural drivers
- Analyze the impact of cultural drivers on leadership actions
- Begin to develop culturally competent leadership approaches

## Week 3 Marianismo & Machismo

- Define and explain the concepts of Marianismo and Machismo, considering their historical significance and cultural contexts in Latino communities
- Recognize cultural influences and impact on leadership styles, communication, and decision-making
- Learn strategies for inclusive and empowering leadership that promotes gender equality, embraces diversity, and challenges harmful gender stereotypes from Machismo and Marianismo

## Week 5 Respeto, Wrap-up

- Define Respeto in the context of Latino culture and leadership practices
- Understand the influence of Respeto on leadership aspects including decision-making, communication styles, and relationship-building
- Reflection on greater understanding for Latino cultural drivers and their role in shaping leadership practices

## Week 2 Familismo

- Gain a deeper understanding of the concept of Familismo in leadership
- Recognize how Familismo aligns with effective leadership qualities
- Develop strategies to overcome potential challenges in incorporating Familismo in leadership roles

## Week 4 Simpatía, Personalismo

- Define and explain the concepts of Personalismo and Simpatía in the context of Latino leadership
- Identify specific positive and negative ways in which Personalismo and Simpatía manifest in various leadership situations
- Understand how to integrate Personalismo and Simpatía into leadership styles for improved effectiveness

### El Puente Institute Faculty

Dr. Patty Delgado

Dr. Patricia Conde-Brooks

Dr. Alejandra Rodríguez-Mielke

Dr. Leonel A. Peña

#### Email:

[connect@thebridgifygroup.com](mailto:connect@thebridgifygroup.com)

#### Website:

[El Puente Institute](#)



# FIVE-PART EMPOWERMENT MASTERCLASS SERIES

## UNLEASHING OUR CULTURAL DRIVERS™ FOR SUCCESS



### MASTERCLASS PARTICIPANT TESTIMONIALS

92%

Of participants felt that they better understood their Hispanic/Latino cultural identity after participating in the Masterclass.



#### Masterclass Review

*"The moments of self-awareness that were demonstrated by everyone. Being open to seeing yourself and where you can grow is the biggest thing."*

*"I really liked it when we all shared our experiences because I got a chance to understand how these drivers look differently in different spaces and positions."*

-September 2023 Cohort



#### Masterclass Review

*"I really loved just seeing the terms used and how in one word, they say what I usually take MANY words to explain. Simplified!"*

*"My biggest take away was that is okay to bring my culture into a professional setting and a leadership setting."*

-September 2023 Cohort

94%

Of participants appreciated the emotional support and encouragement provided during the Masterclass.

90%

Of participants would recommend this Masterclass to their colleagues.

