Prior CTI research demonstrates that teams with one or more members who represent the culture of the team’s target end user are 158% more likely to understand that end user, increasing the likelihood of successfully innovating for that audience.

Confident their ideas are heard and valued
Welcome and included
Free to share their ideas and opinions

63% OF LATINOS DO NOT FEEL AT LEAST ONE OF THE BELOW:

Latinos who repress, succeed.

More than three out of four (76%) expend energy repressing parts of their personas in the workplace. They are covering or downplaying who they are, modifying their appearance, their body language, their communication style, and their leadership presence.

Latinos who expend a great deal of energy repressing aspects of their personas at work are more likely to strongly agree that they are being promoted quickly.

Prior CTI research demonstrates that teams with one or more members who represent the culture of the team’s target end user are 158% more likely to understand that end user, increasing the likelihood of successfully innovating for that audience.

When Latinos repress who they are, companies lose out on their unique insights and, as a result, may fail to tap into the Latino market.

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Encourage senior leaders to sponsor across ethnicity
Model executive presence that celebrates their own cultural distinctions
Train leaders to be culture-smart and inclusive leaders

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Endnotes:


4. Ibid.