About Juana Bordas

Juana Bordas emigrated to the U.S. from Nicaragua on a banana boat. The youngest daughter in a family of eight, she was the first to go to college. She learned leadership from her hard-working parents especially her mother, Maria, who cooked food and scrubbed floors in the school lunch room so Juana could get a scholarship to a Catholic school. “Their vision, determination, and sacrifice taught me the essence of Servant Leadership.” Her early years would instill in her a desire to give back, to make a contribution, and to assist other Latinos/as find their place in society.

Upon graduating from college, she joined the Peace Corps and worked in the barrios of Santiago, Chile assisting women form work cooperatives so they could feed their children. Juana later received the Franklin Williams Award from the US Peace Corps for her life-long commitment to advancing communities of color.

Juana was a founder of Denver’s Mi Casa Women’s Center and served as executive director. Today, Mi Casa is recognized as a national model for women’s empowerment. She was founding President of the National Hispana Leadership Institute (NHLI), the only program in America that prepares Latinas for national leadership. In 2001 she founded the Circle of Latina Leadership to prepare the next generation of leaders. To date, 165 young women have completed the program. For her extensive work with Latinas, she was commended by Latina Style Magazine for creating “a Nation of Latina Leaders.”

Her book Salsa, Soul, and Spirit: Leadership for a Multicultural Age won the International Latino Book Award for best leadership book in 2008. Juana served as advisor to Harvard’s Hispanic Journal on Public Policy, the Kellogg National Fellows Program, as board vice chair of the Greenleaf Center for Servant Leadership, and a trustee of the International Leadership Association. She received an honorary doctorate from Union Institute in 2009.

Juana was selected as a Wise Woman Award by the National Center for Women’s Policy Studies and is in the Colorado Women’s Hall of Fame. In 2009 the Denver Post and the Colorado Women’s Foundation named her the Colorado Unique Woman of the Year. She is President of Mestiza Leadership International (MLI) -- a company that focuses on leadership, diversity, and organizational change. Her new book The Power of Latino Leadership was released in May 2013.
Native American leadership is based on time-honored traditions, cultures, and religious beliefs, including an understanding of the relationships between human beings and the larger world. Tribes have a long-term view of things.

John Echohawk Pawnee, Executive Director, The Native American Rights Fund

There are over 50 million Latinos in the United States, the largest minority group in the country. Their numbers grew by 43% in the last decade, and it’s estimated that by 2050 one in three of the US population will be Hispanic.

What does it take to lead a varied and vibrant people who hail from twenty-two different countries? And what can leaders of all cultures and ethnicities learn from how Latinos lead?

Based on her personal experience as a longtime Latina leader Juana Bordas takes us on a journey to the very heart and soul of Latino leadership. She offers ten principles that guide Latino leaders and features numerous examples of these principles in action.

Bordas begins with a concise history of the Latino people, from the Old World to the New, documenting how extraordinarily far Latinos have come, in every sense. Since Latino leadership ultimately stems more from who you are as a person than what official title you hold, Bordas first three principles describe personal characteristics and qualities that have traditionally prepared Latinos to lead their community. Culture is the soil from which Latino leadership grows, so her next two principles touch on common cultural values that unify this diverse people. And finally she brings it all together, offering five action-oriented principles that animate Latinos’ inclusive, community-oriented, socially responsible, and life-affirming approach to leadership.

Bordas includes the voices and experiences of distinguished Latino leaders, vivid dichos (traditional sayings) that illustrate aspects of Latino culture, and even notes on how the Spanish language itself influences and reflects the Latino worldview. This unprecedented and wide-ranging book shows that Latino leadership is indeed powerful, distinctive, and has lessons that can inform leaders of every background.

There is power in Latino leadership. This is the first comprehensive book on Latino leadership featuring ten principles that have guided Latino leaders. Numerous examples of these principles in action and interviews with 9 accomplished Latino leaders. Written by a distinguished, much-honored Latina leader, this is the first comprehensive book on Latino leadership.

Juana Bordas is president of Mestiza Leadership International and vice president of the board of the Greenleaf Center for Servant Leadership. She was the founding president/CEO of the National Hispana Leadership Institute, a founder and former executive director of Mi Casa Women’s Center in Denver, and a former faculty member of the Center for Creative Leadership.

PowerOfLatinoLeadership.com
“Bordas has mentored a generation of young Hispanics throughout her distinguished career. (Here) she presents a compelling case for how the strength Hispanics bring to the table can infuse new life into our country’s current and future leaders.”

Janet Murguia, President, National Council of La Raza

“Juana Bordas has written a handbook for making sense of the complex history, culture, and leadership styles of Latinos in America. The Power of Latino Leadership helps the reader decode the coming America and the changing workforce.”

Ray Suarez, Senior Correspondent for PBS News Hour and former host of NPR’s Talk of the Nation

“Latinos are part of the fabric of America. Our culture and values are perfectly consistent with the American Dream that has made and continues to make the United States great. The Power of Latino Leadership explores a leadership model to maximize the role of Latinos in America’s future growth and prosperity.”

Julián Castro, Mayor of San Antonio, TX
Bordas contributes to a new edition of Peter Drucker's book, *The Five Most Important Questions: Enduring Wisdom for Today's Leaders*. In the section "What is our Plan?" Bordas did a retrospect on the launching of Mi Casa Resource Center in 1977 which is now Colorado's largest Hispanic serving organization. The book was on the New York Times Best Seller list.
In June 2015, The Colorado Diversity Council named Juana Bordas one of Colorado's Most Powerful and Influential Women. Bordas was cited for her work with women, communities of color, and young Latinas. Additionally her award winning books that are preparing people for leadership in a diverse society.
Hispanic Executive Magazine featured Juana’s book *The Power of Latino Leadership* in their Winter issue commemorating Hispanic Heritage Month.
Additional Endorsements

"Juana Bordas is a highly credentialed champion of diversity in leadership and organizational change. Her new book, The Power of Latino Leadership, is a welcome reminder of Juana’s lifelong passion to support and empower young Hispanic leaders. To develop a deeper appreciation for the countless contributions the Latino community is making to America’s multicultural leadership journey, read this book!"

--Kent Blanchard, coauthor of The One Minute Manager and Great Leaders Grow

"As the 2012 election illustrated, Latinos have become a decisive force in American politics. Bordas provides timely insight into Latino contributions to our nation’s future and why their influence will continue to increase."

--Arturo Vargas, Executive Director, National Association of Latino Elected and Appointed Officials

"At Western Union, I have the opportunity to see leadership in many ways. The most impactful are the hard working, everyday heroes that make a difference in their communities. Bordas celebrates this type of leadership in this inspiring book. The Power of Latino Leadership brings to life the contributions US Latinos are making to invigorate our communities, culture and economy."

--Hikmet Ersek, President and CEO, Western Union - 2012 Responsible CEO of the Year by Corporate Responsibility Magazine

"It is now that Latino political and social strengths are being realized. This is attributed to leadership within the Latino community that has singularly focused on ensuring that our voices are heard and that we influence all sectors of American life. In The Power of Latino Leadership, Bordas offers a model for future leadership that draws on our strengths and leverages our enormous potential."

--Lisa Quiroz, Senior VP and chief diversity officer - Time Warner Founding publisher of People en Español, the best-selling Hispanic magazine in the U.S.

"Whether just starting on their leadership journey or already a recognized leader, The Power of Latino Leadership is a must read for Latinos who want to integrate their history and culture into their future contributions."

--Carlos F. Orta, president & CEO, HACR

"Latinos have advanced because of the activist tradition of our leaders who organized people to address social injustice. As the Latino community comes into power, our future leaders can learn from The Power of Latino Leadership as they create their own history. Just as the Dreamers are doing to gain the right for undocumented youth to win higher education, ‘Si Se Puede - Yes We Can’ is a call to action. This book captures this spirit."

--Dolores Huerta, President, Co-Founder of the United Farm Workers, Author of the slogan “Si Se Puede”

"This book is a must for anyone who wants to know how leaders develop their practices within a community context. Bordas has pulled together illuminating examples with great lessons for anyone working to create an equitable and truly diverse society."

--Rinku Sen, President of the Applied Research Center (ARC) & Publisher of Colorlines.com and author of The Accidental American
attitude at altitude

Juana Bordas literally stepped off a banana boat when she arrived in the United States five decades ago.

She recalls vividly stepping off the ship from her native Nicaragua at the port in Tampa, Fla., with her mother, four brothers and sister following a voyage rocked by torrential rains and hurricanes.

"My father had arrived earlier to earn money to bring us here, and as an immigrant realizing the American dream he told us that day, "You should always be thankful you are here,"" Bordas said.

She would later work her way through college at the University of Florida, march to integrate the school in 1963; found Denver's Mi Casa Women's Center in 1977; founded the National Hispanic Leadership Institute in 1987; start her own company, Denver-based Mestiza Leadership International; and recently publish a book, "Salsa, Soul, and Spirit: Leadership for a Multicultural Age."

Along the way she remained mindful of the lesson imparted by her father when she was a little girl — to be thankful yet stay attuned to her cultural roots.

Bordas' book, which intersperses profiles of black, Native American and Hispanic leaders with lessons toward creating a diverse workplace and developing multicultural leadership, has earned critical acclaim from Denver Mayor John Hickenlooper, former Mayor Federico Peña, Steven Covey, author of "The 7 Habits of Highly Effective People," and Ken Blanchard, author of "The One Minute Manager," to name a few.

"I grew up in Florida 20 years before the U.S. Census even recognized Latinos as a group in 1980; I never met another Latino student while in college," Bordas said. "But my mother, who worked in a lunchroom at a Catholic school to pay tuition, believed education was the key to the future for my generation of Latinos. I worked alongside her, and that's why I believe today its my destiny to help Latinos develop and advance — because my parents instilled in me that you gain empowerment through work."

Bordas' passion also was fueled by John F. Kennedy, whom she heard speak at a rally in Tampa shortly before his assassination.

"He looked like a god and came with a message that you give back to your country," says Bordas, who soon after joined the Peace Corps.

She was assigned to Chile, where she helped set up production co-ops for weaving and cooking enterprises — what today would be called micro-enterprise lending programs that exist throughout Third World countries.

"It was the first time in my life that I saw Latino bankers, business people, mayors and other high-level leaders, including a Latino president of a country," Bordas said.

"I learned that a person can't be powerful until they accept who they are," Bordas said. "And now I'm hoping others embrace that as well."
Book Preview:
The Power of Latino Leadership - Culture, Inclusion, and Contribution

By Juana Bordas

Latinos are diversity – a rich salsa of cultures, countries, and ethnic groups. Latinos come in many colors: white, brown, chocolate, or latte. They have origins in twenty-two countries. Latinos are a fusion people – mainly Spanish and the indigenous people of this hemisphere. With such a colorful array of fiesta loving, family-centered, hard-working, and tamale eating Latinos, one might wonder, what could possibly keep this sundry group together? What are the connecting points that give a shared identity to this diversity of people?

Much like the Jewish community, Latinos are an ethnic or cultural group. They are connected by the Spanish language, a shared history, a revered spiritual tradition, and common values. Values are fastening points – the nucleus – shaping a collective identity from the cultural smorgasbord of the delectable Latino family. As Arturo Vargas President of the National Association of Latino Elected and Appointed Officials observes, “I’ve met Latinos all over the country and as diverse as Latinos are there’s a set of core of values we hold. It’s about family, and the face of their children, and the face of the future. There’s a level of optimism and a sense of community.”

Bienvenido to Hispanic Heritage

Hispanics were only declared an official group in the 1980 U.S. census. Paradoxically, while the Census brought together the multiple categories of Hispanic people, Latino subgroups continue celebrating their distinct identities and nationalities. Respecting diversity and inclusiveness are core Latino values.

For instance, Hispanic Heritage Month starts September 15, because the independence day of Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua, Mexico, Chile, and Belize are this same week. Latino inclusiveness is also evident in the way they embrace many generations. Latinos venerate age and experience. At the same time, young people are the promise of tomorrow. This is even more imperative today – the 2010 U.S. Census indicated that 22 percent of children under eighteen are Hispanic.

Latino inclusiveness can be found in their bienvenido (welcoming) spirit which reflects their hospitality, generosity, and receptivity to differences. Because of this Latinos hold the promise of a new America – one with inclusiveness and diversity at its core. Today as we seek to heal a divided nation – as we struggle to find the common ground that unites us – Latinos invite people to look to the cultural, spiritual, and historical bonds that hold us together. Their bienvenido spirit summons people to work together to build America’s Future today and to ensure prosperity and the common welfare for future generations!

Look for the first comprehensive book on Latino Leadership which includes 10 principles from this dynamic and diverse community.

The Power of Latino Leadership – Culture, Inclusion, and Contribution by Juana Bordas will be published by Berrett-Koehler in April 2013.

Juana Bordas emigrated to the U.S. from Nicaragua on a banana boat. The youngest daughter in a family of eight, she was the first to go to college. She learned leadership from her hard-working parents especially her mother Maria, who cooked food and scrubbed floors in the school lunch room so Juana could get a scholarship to a Catholic school. “Their vision, determination, and sacrifice taught me the essence of Servant Leadership.” Her early years would instill in her a desire to give back, to make a contribution, and to assist other Latinos find their place in society.
New book from Berrett-Koehler Publishers

Juana Bordas

Salsa, Soul, and Spirit
Leadership for a Multicultural Age

- Identifies eight core leadership principles common to Latino, African-American, and American Indian cultures
- Demonstrates how incorporating these principles into mainstream leadership practice will create a more effective and inclusive style of leadership
- Combines personal reflections, interviews with community leaders, historical background and contemporary case examples

“What a remarkable contribution Salsa, Soul, and Spirit makes to leaders in all three sectors as they work to provide rich diversity, powerful inclusion, and equal access within the organization and in society beyond the walls.”
—Frances Hesselbein, Chairman, Leader to Leader Institute

Tapping the potential of the changing workforce, consumer base and citizenry requires a leadership approach that resonates with our country’s growing diversity. In Salsa, Soul, and Spirit, Juana Bordas shows how incorporating Latino, African-American, and American Indian approaches to leadership into the mainstream has the potential to strengthen leadership practice and inspire today’s ethnically rich workforce.

Bordas identifies eight core leadership principles common to all three cultures, principles deeply rooted in each culture’s values and developed under the most trying conditions. Using a lively blend of personal reflections, interviews with leaders from each community, historical background, and insightful analysis, she shows how these principles developed and illustrates they creative ways they’ve been put into practice in these communities, as well as in some forward-looking companies. Bordas brings these principles together into a multicultural leadership model that offers a more flexible and inclusive way to lead and a new vision of the role of the leader in the organization.

Multicultural leadership resonates with many cultures and encourages diverse people to actively engage, contribute and tap their potential. In a globalized economy, success for leaders in the future will rest on their ability to shift to a multicultural approach. Salsa, Soul, and Spirit provides conceptual and practical guidelines for beginning that process.

Available from your favorite bookseller or order from Amazon.com, Powells.com, or directly from Berrett-Koehler 1-800-929-2929 or www.bkconnection.com.
email bkp.orders@aidcvt.com, fax (802) 864-7626 or mail to Berrett-Koehler Publishers, PO Box 565, Williston, VT 05495.
For videos featuring Juana Bordas speaking, visit:
http://www.youtube.com/channel/juanabordas1

For more information on The Power of Latino Leadership, visit:
http://www.ThePowerOfLatinoLeadership.com

For more information on articles, news, and events, visit:
http://www.MestizaLeadership.com

Check out Juana Bordas’ new site: JuanaBordas.com

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Click to access Juana Bordas' social media pages:

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