

The Power of Latino Leadership

10 Latino Leadership Principles

Principle

Overview

Leadership Application

1. Personalismo

The Character of the leader

- Every person has inherent worth and essential value.
- The leader's character earns trust and respect.
- **Personalismo** secures the relational aspects of leadership.
- Leaders nurture others and build community capacity.

- Treat each person with respect, regardless of status or position.
- Never forget where you come from.
- Connect to people on a personal level first.
- Always keep your word.
- Leadership is conferred by the community.

2. Conciencia

Knowing Oneself and Cultivating Personal Awareness

- A leader must engage in in-depth reflection and self-examination.
- Integrity requires paying close attention to one's intuition, motives, and inner voice.
- The psychology of oppression and "White privilege" are barriers to inclusion

- Examine your personal intention: Why do you do what you do?
- Listen to your intuition and "inner voice."
- Resolve discrimination and exclusion issues.
- Develop a secure cultural identity and know your cultural assets.

3. Destino

Personal and Collective Purpose

- Every person has a distinct life path, purpose, and life pattern.
- **Destino** is not fatalism.
- Tapping into one's **destino** brings clarity, alignment, and direction.
- Powerful leaders are in sync with their **destino** and personal vision.

- Know your family history and traditions.
- Explore your heart's desire.
- Identify your special skills and talents.
- Reflect on your life purpose and legacy.
- Open the door when opportunity knocks.

4. De Colores

Culturally Centered Leadership

- *Hispanic* was added to the 1980 US census and is the only group that self-identifies.
- Latinos are a cultural and ethnic group, not a race.
- Seven key values integrate the Latino cultura.
- A *We* orientation and *bienvenido* spirit are cultural mainstays.
- Latinos are **de colores** - a diverse, inclusive, multicultural people.

- Respect and learn about the many dimensions of Latino identity.
- Lead with a *We*, collective orientation - center on group welfare, interdependency, and cooperation.
- Establish personal ties with people - be inclusive and generous, and serve others.
- Work side by side with people - do not ask them to do something you would not do.

5. Fe y Esperanza

Sustained by Faith and Hope

- Optimism is **esperanza**, or hope - an essential Latino value.
- Gratitude inspires optimism. *Gracias* (gratitude) allows people to be generous and give back.
- Latino spirituality centers on relationships and responsibility.
- Spirituality is a more obligation to ensure other's well-being.
- Faith is central to leadership and fosters moral and ethical values.

- Have the faith and courage to make unpopular decisions.
- Practice humility, modesty, and courtesy - foundational for the leader as equal.
- Put an issue or a cause first; serve something greater. This lessens self-importance.
- Tap into optimism, gratitude, and faith to inspire and motivate people.

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6. Juntos

Leadership by the Many

- **Juntos** means "union, being close, joining, being together."
- Latinos are servant leaders and community stewards.
- Leadership is conferred by the community.
- Leaders build a community of leaders and community capacity.

- Be part of the group; work side by side with people.
- Follow the rules.
- Be a leader among equals.
- Include four practices: a collective vision; history and cultural traditions; mutual responsibility; and working *paso a paso*.

7. Adelante!

Immigrant Spirit, Global Vision, Multicultural Identity

- The United States is a nation of immigrants who bring initiative, hard work, optimism, and faith.
- Latino growth has been fueled by immigration.
- Latinos are acculturating, not assimilating. A cultural revitalization is occurring.
- With ties to twenty-six countries, Latinos are a prototype for global leadership.

- Integrate the newly arrived and provide multiple services.
- Be aware that 51 percent of Latinos identify with their nations of origin.
- Address immigration as a civil rights and advocacy issue.
- Strengthen cultural self-awareness and build relationships.
- Tap into Latino global connections, assets, and knowledge.

8. Si Se Puede

Social Activism and Coalition Leadership

- Economic discrepancies and social inequalities drive a social activist agenda.
- **Si se puede** is a community-organizing, coalition-building, and advocacy form of leadership.
- The Latino model is leadership by the many.
- An inclusive agenda speaks to the welfare of all Americans.

- Build people's faith that they can take action and get results.
- Practice *consistencia* - perseverance and commitment.
- Be a cultural broker and build partnerships with other groups.
- Cultivate networks, be inclusive, and forge coalitions.
- Have the courage to stand up and speak out about discrimination.

9. El Circulo

Inclusiveness Across Generations

- Latinos embrace an intergenerational *bienvenido spirit*.
- Massive generational shifts require young Latinos to be ready to lead. Fifty percent of children under eighteen are Latino - an emerging power.
- They identify as multicultural, global, and nobile, and they are transforming our social identity.
- Young Latinos are change makers using technology to lead with an intersectional approach.

- Create allies and partnerships and mutual respect across generations. Learn generational differences, distinct ways of leading, pertinent issues.
- Advocate for meaningful youth participation at all levels.
- Recognize that young Latinos are figuring to change systemic inequalities.
- Respect young Latinos' urgent push for change and equality.
- Provide young Latinos the tools, support, and resources to be ready to lead.

10. Goza la Vida

Leadership That Celebrates Life!

- Latinos have a celebratory, expressive, optimistic, and festive culture.
- Celebration strengthens bonds, collective identity, and resolve.
- Latinos are stirring the salsa and gusto into leadership.
- Communication is key for getting things done through people.

- Allow time to socialize. Communicate with charisma, *cariño* (affection), and *corazón*.
- Speak the "people's language" and be a "translator" to the mainstream culture.
- Always serve food.
- Keep a "cultural balance" while utilizing strategic thinking and problem solving.

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