EMPOW(H)ER™:
UNDERSTANDING WORKPLACE BARRIERS
FOR LATINAS

Wednesday, July 15, 2020

WE WILL BEGIN SHORTLY
Dr. Lisette Garcia
Executive Vice President & COO
HACR
Jessica Kannya
National Sales Support & Optimization Executive

BANK OF AMERICA
Type your questions into the question box

We will share a recording within 24 hours
WOULDN’T YOU WANT TO…

Connect to one of the fastest growing populations in the U.S.?

Connect to the 2nd largest Hispanic population in the world?

Invest in the 8th largest & 3rd fastest growing economy in the world?
HISPANICS IN LEADERSHIP

7% BOARD DIRECTORS
6% EXECUTIVES
5% DIRECT REPORTS*
6% TWO REPORTING LEVELS*
5% THREE REPORTING LEVELS*

*TO/FROM THE CEO
LATINAS IN LEADERSHIP

3% BOARD DIRECTORS

2% EXECUTIVES

1% DIRECT REPORTS

2% TWO REPORTING LEVELS

2% THREE REPORTING

*TO/FROM THE CEO
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Dr. Lisette Garcia
Executive VP and COO
HACR

Jessica Kannya
National Sales Support & Optimization Executive
Bank of America

Yai Vargas
Founder
The Latinista

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3% BOARD DIRECTORS

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*TO/FROM THE CEO
ON FEELING VALUED

56% FELT THEY ARE VERY OR EXTREMELY VALUED WITHIN THEIR CORPORATION

6% DID NOT FEEL VALUED WITHIN THEIR CORPORATION
WORKPLACE CHALLENGES

60% said there were challenges that Latinas in particular face.

- 48% Stereotypes/Bias
- 22% Lack of Representation
- 16% Lack of Opportunity
- 9% Lack of Exposure
- 5% Work-Life Balance
LACK OF OPPORTUNITY

46% felt their career prospects were very or extremely promising.

11% felt their career prospects were not promising.
ON EXECUTIVE PRESENCE

45% said this definition is not consistent with who they are.

43% said they felt they had to compromise their authenticity.
WHAT CAN COMPANIES DO?

- **23%**
  - Increase diverse leadership

- **21%**
  - Improve culture

- **12%**
  - Improve processes & accountability

- **11%**
  - Improve recruitment & retention

- **11%**
  - Increase exposure & recognition
WHAT ELSE CAN COMPANIES DO?

Be conscious of the recruitment language used in job listings

Use resume software to remove bias from the hiring process

Implement a structured interview process for every candidate

Share self-evaluations with managers after performance appraisals are completed

Meeting formats that put everyone on the same level
NOW AVAILABLE TO DOWNLOAD!

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