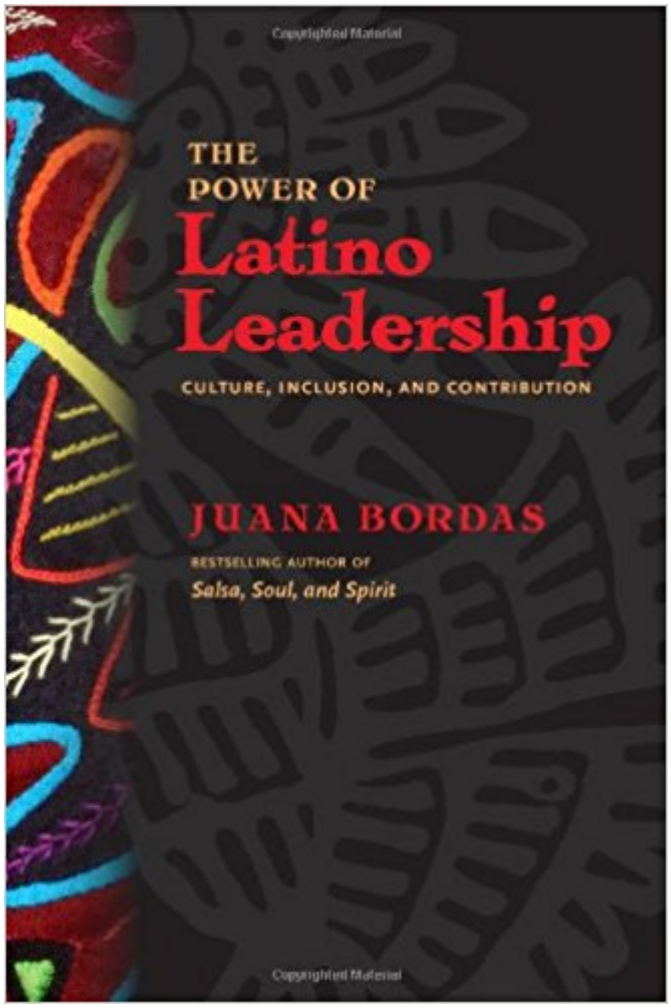
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The Power Of Latino Leadership: Culture, Inclusion, And Contribution



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Synopsis

Embracing diversity, valuing people, taking actionOver 50 million Latinos live in the United States, and itÃ¢â ¬â„¢s estimated that by 2050 one in three of the US population will be Hispanic. What does it take to lead such a varied and vibrant people who hail from twenty-two different countries and are a blend of different races? And what can leaders of all cultures and ethnicities learn from how Latinos lead?Juana Bordas takes us on a journey to the very heart and soul of Latino leadership. She offers ten principles that richly illustrate the inclusive, people-oriented, socially responsible, and life-affirming way Latinos have led their communities. Bordas includes the voices and experiences of other distinguished Latino leaders and vivid dichos (traditional sayings) that illustrate positive aspects of the Latino culture. This unprecedented book illustrates powerful and distinctive lessons that will inform leaders of every background.

Book Information

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Customer Reviews

Ã¢â ¬Å“America grows more diverse by the day. Leaders want to understand and motivate those they lead but may feel intimidated by the complex history and culture of Latinos in America. Juana Bordas has written a handbook for making sense of it all. The Power of Latino Leadership helps the reader decode the coming America and the changing workforce.Ã¢â ¬Â•Ã¢â ¬â •Ray Suarez, Senior Correspondent, PBS News Hour, and former host, Talk of the Nation, NPRÃ¢â ¬Å“Bordas has mentored generations of young Hispanics throughout her distinguished career. [Here] she presents a compelling case for how the strengths Hispanics bring to the tableÃ¢â ¬Â|can infuse new life into leadership development for all of our countryÃ¢â ¬â„¢s current and future

leaders.Ã¢â ¬Â•Ã¢â ¬â •Janet MurguÃƒÂ- a, President, National Council of La RazaÃ¢â ¬Å“Juana Bordas provides timely insight into Latino contributions to our nationÃ¢â ¬â„¢s future and why their influence will continue to increase.Ã¢â ¬Â•Ã¢â ¬â •Arturo Vargas, Executive Director, National Association of Latino Elected and Appointed OfficialsÃ¢â ¬Å“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 JuanaÃ¢â ¬â„¢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 AmericaÃ¢â ¬â„¢s multicultural leadership journey, read this book!Ã¢â ¬Â•Ã¢â ¬â •Ken Blanchard, coauthor of The One Minute Manager and Great Leaders GrowÃ¢â ¬Å“Latinos have advanced because of the activist tradition of our leaders who organized people to address social injustice. As the Latino community comes into its power, our future leaders can learn from The Power of Latino Leadership as they create their own history. Ã¢â ¬ËœSi Se PuedeÃ¢â ¬â •Yes We CanÃ¢â ¬â„¢ is a call to action. This book captures this spirit.Ã¢â ¬Â•Ã¢â ¬â •Dolores Huerta, President, Dolores Huerta Foundation; cofounder, United Farm Workers; and recipient of the Presidential Medal of FreedomÃ¢â ¬Å“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 AmericaÃ¢â ¬â„¢s future growth and prosperity.Ã¢â ¬Â•Ã¢â ¬â •JuliÃƒÂ¡n Castro, Mayor of San Antonio, TexasÃ¢â ¬Å“The Power of Latino Leadership is a must-read for Latinos who want to integrate their history and culture into their future contributions, whether just starting on their leadership journey or already recognized leaders.Ã¢â ¬Â•Ã¢â ¬â •Carlos F. Orta, President and CEO, Hispanic Association on Corporate ResponsibilityÃ¢â ¬Å“At Western Union, I have the opportunity to see leadership in many ways. The most impactful are the hardworking, 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.Ã¢â ¬Â•Ã¢â ¬â •Hikmet Ersek, President and CEO, Western UnionÃ¢â ¬Å“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.Ã¢â ¬Â•Ã¢â ¬â •Lisa Garcia Quiroz, Senior Vice President for Corporate Responsibility and Chief Diversity Officer, Time Warner, and Founding Publisher, People en

EspaÃƒÂ olÃ¢â ¬Å“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.Ã¢â ¬Â•Ã¢â ¬â •Rinku Sen, President, Applied Research Center; Publisher, Colorlines.com; and author of The Accidental AmericanÃ¢â ¬Å“To the joy of some and the panic of others, America grows more diverse by the day. Leaders want to understand and motivate those they lead but may feel intimidated by the complex history and culture of Latinos in America. Native-born and immigrant...newly arrived and in the country since before there was a United States, Spanish-speaking, bilingual, English-dominant, with roots in countries running from Mexico all the way to the tip of South America...itÃ¢â ¬â„¢s a lot to master! Juana Bordas has written a handbook for making sense of it all. The Power of Latino Leadership helps the reader decode the coming America and the changing workforce.Ã¢â ¬Â•Ã¢â ¬â •Ray Suarez, Senior Correspondent, PBS News Hour, and former host, Talk of the Nation, NPRÃ¢â ¬Å“As one of the foremost experts on leadership in the Latino community, Juana Bordas has mentored generations of young Hispanics throughout her distinguished career. In her acclaimed new book, The Power of Latino Leadership, she presents a compelling case for how the strengths Hispanics bring to the tableÃ¢â ¬â •deep roots, strong values, and our multifaceted cultureÃ¢â ¬â •can infuse new life into and bring a fresh perspective to leadership development for all our countryÃ¢â ¬â„¢s current and future leaders.Ã¢â ¬Â•Ã¢â ¬â •Janet MurguÃƒÂ- a, President, National Council of La RazaÃ¢â ¬Å“Juana BordasÃ¢â ¬â„¢s exploration into the traits of contemporary Latino leaders arrives at an important moment for our country. Latinos are the nationÃ¢â ¬â„¢s second largest population and, as the 2012 election demonstrated, have become a decisive force in American politics. Bordas provides timely insight into Latino contributions to our nationÃ¢â ¬â„¢s future and why their influence will continue to increase.Ã¢â ¬Â•Ã¢â ¬â •Arturo Vargas, Executive Director, National Association of Latino Elected and Appointed Officials

Juana Bordas immigrated to the US from Nicaragua on a banana boat. The first in her family to go to college, she joined the Peace Corps and worked in Santiago, Chile. Juana later received the Franklin Williams Award from the US Peace Corps for her life-long commitment to advancing communities of color. Today she is president of Mestiza Leadership International a company that focuses on leadership and diversity. Juana served as advisor to Harvard's Hispanic Journal on Public Policy, the Kellogg National Fellows Program, vice chair of the Greenleaf Center for Servant Leadership, and trustee of the International Leadership Association. She received an honorary

doctorate from Union University in 2009 and currently serves on their board. Ã Â Juana is a founder of Mi Casa Resource Center - the largest Hispanic serving organization in Colorado. She is founding President of the National Hispana Leadership Institute and the first Latina faculty for the Center for Creative Leadership. The National Center for Women's Policy Studies honored her as a Wise Woman. In 2009 the Denver Post and Colorado Women's Foundation named her Colorado Unique Woman of the Year. She is in The Colorado Women's Hall of Fame. Ã Â

Juana Bordas has written a critically important book that should be compulsory reading for any and every leader in the United States. Bordas has a deep and comprehensive appreciation of the value of the cultural norms of Latino leadership. In this book, she draws on interviews and examples of outstanding Latino leaders to describe the values, qualities and nuances of Latino leadership that would be well embraced in any organization. Not only to leverage the value of a Latino workforce, be they colleagues or direct reports, but to balance the non-inclusive, "I" culture of most US organizations - an orientation that overlooks the gains to be realized with a more inclusive, "we" orientation. An inspiring read and invaluable in creating a more inclusive and ultimately successful organization.

The Power of Latino leadership by Juana Bordas is a tour de force. It brings to life the Latino experience in the United States and it makes clear to all of us that Latinos/Hispanic people are not a race but a culture. Bordas writes about an American society which wants to involve and incorporate Latinos in the same American dichotomy Anglo Americans/African Americans have been arguing for the last three hundred years, a fight about race that the majority of Latinos hardly understand or recognize. Bordas writes with power and intellect about the history of Latinos in this country. She tells us that Latinos in the USA trace their roots to the missions of California, and that it was Spanish explores that marked the first European settlement in the USA, in St. Augustine, Florida, to be exact. She describes how the Spanish that came to the New World were considered the mestizos of Europe and that our Latino culture was already a melting pot, incorporating Jews, Germans, Romans and Africans and Arabs in the Iberian Peninsula historical experience. The Power Of Latino Leadership is a book for Latino leaders of today and tomorrow and for those who want to learn more about Latinos in America. It brings to the surface the idea of family, customs and traditions that Latinos bring to the American experience. It encourages us Latinos in leadership positions to embrace our Latino way in order to lead with a purpose. In a country that claims to be a melting pot, Latinos can show the rest of America that Latinos have been melting since we got here. I highly

recommend The Power of Latino Leadership. - Domingo Gomez, Hispanic Alliance Leadership Development Initiative (HALDI) Program Participant

I thought Ms Bordas did an excellent job of blending fact with cultural insights along with business implications. This is a good read for anyone (especially Latino) that is in a leadership role or wants to be in one. As an organizational practitioner in the area of Human Capital Development, part-time educator in higher education, and a Latino (born and raised here in a very bi-cultural fashion) it was refreshing to see all of these areas of personal interest written about. Ms Bordas does a nice job of providing the factual/cultural context and history that has brought us to where we are. I really recommend this book especially to the younger Latino generation who might be losing touch with their Latinoism as they get further generations removed. It was an added pleasure to read this from a Nicaraguan author as my wife is from Nicaragua (and I've learned so much about this part of the world-wonderful people). Para adelante and si se puede if our Latino population in the US is willing to become a unified force vs you're from this Latino country and I'm from another. Great read and highly recommend it.Thank you.

If Latinos bring to the development table an enriching cultural experience, Juana Bordas brings to her readers the exciting potential of Latino leadership growth in a United States that is shifting away from its Anglo dominance (and, in terms of earlier American history, its Anglo exclusivity). In doing so, she explores the spiritual roots of leadership, offers young Latinos leadership principles, and shows how Latino leadership is rooted in the concept of community. To Bordas, Latinos should seek to apply the qualities that come from the very heart of Hispanic culture to the greater community. In that way they will enrich society as a whole. It's an exciting time for Latinos to grasp the reigns of leadership. It's an exciting and well written book such as this that can help Latinos intensify their role in America's future development.

Juana Bordas is a voice we need in our generation. She has a clear understanding and vision about the Latino people that needs to be heard in regards to leadership and the destiny of our country. Her book clearly outlines why our culture is needed and how it fits that need based on the values and principles inherent in Latino tradition. Each chapter is filled with an accurate historical perspective, personal stories that connected with me, and universal principles of leadership that anyone; young or old, black, white, red, yellow or brown will benefit from. The Power of Latino Leadership is a book all current and aspiring leaders need to read and study.

This book should be required in classes teaching about Hispanic culture. I had forgotten so many events in Latino history that reading it reminded me of my roots and the people that helped me get to where I am today. Young people will find so many anecdotes and facts to feel proud of as the author transports the reader through history and examples of Latino leaders's efforts for integration and inclusion.Sonia Acosta, PhD - President/CEO of Centro Multicultural La Familia

The greatest book I've picked up this year! Recommend this to all Latino leaders everywhere!!!!!!

I expected more substantive leadership advice and less generalizations. A decent enough introduction for non-Latinos but left much to be desired for actual Latinos looking for a leadership read.

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