

BEST  **of**
SUCCESS

UNDERSTANDING THE LATINO CULTURE

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**BEST of
SUCCESS**





Understanding
THE LATINO CULTURE

About me

My name is Amparo Sancen.
I am a **latina**, a **mother**, and
an **entrepreneur**.

I own and operate my own
Roofing Company and have
been working in the industry
since 2006.



FROM 2019 TO 2023, THERE WAS
A 26% INCREASE IN THE NUMBER
OF SELF-EMPLOYED LATINO
WORKERS IN THE UNITED
STATES.



IN 2020, THE GLOBALIZATION
AND WORLD RANKINGS
RESEARCH INSTITUTE UPGRADED
DALLAS FROM "BETA PLUS" TO
"ALPHA MINUS" STATUS.

CITIES ARE CLASSIFIED AS
ALPHA, BETA, OR GAMMA BASED
ON THEIR GLOBAL
CONNECTIVITY AND INFLUENCE.



THE US LATINO COMMUNITY IS EXPERIENCING **THE MOST RAPID GROWTH** WITHIN THE REALM OF THE US GROSS DOMESTIC PRODUCT, AND IT IS ANTICIPATED THAT ITS **HOUSEHOLD CONSUMPTION MARKET** WILL REACH **\$1 TRILLION** BY THE YEAR 2021.



UNLOCKING THE UNTAPPED POTENTIAL OF LATINO CONSUMERS

DESPITE HAVING GREATER
PURCHASING POWER, LATINO
CONSUMERS ARE OFTEN
OVERLOOKED BY SOME
COMPANIES, YET THOSE WHO
TAILOR OFFERS AND **ADAPT
MARKETING STRATEGIES** CAN
UNIQUELY TAP INTO THEIR
SUBSTANTIAL POTENTIAL.





VITAL CONTRIBUTIONS: LATINOS IN THE GROWING LANDSCAPE OF THE US ECONOMY

LATINOS ALSO PLAY A CRUCIAL AND GROWING ROLE IN THE US ECONOMY, WITH HIGHER RATES OF INTERGENERATIONAL MOBILITY AND ENTREPRENEURSHIP THAN OTHER GROUPS.

How can we
**UNDERSTAND
THE LATINO
CULTURE**





Many Latinos are proud business owners; the **second generation** actively contributes to **family businesses**. Given the deep family-oriented nature of Latino culture, in business engagements, it's crucial to **build relationships, understand motivations, and connect personally**, moving beyond a simple sales approach.

Breaking Barriers for Latino Inclusion: Creating Spaces of Comfort and Belonging

IT'S IMPORTANT TO REALIZE THAT **LATINO PARTICIPATION** IN EVENTS MAY BE HINDERED BY **EXISTING BARRIERS** ROOTED IN **GENERATIONAL TRAUMAS**. TO FOSTER INCLUSION, WE NEED TO ADDRESS THESE CHALLENGES AND **CREATE SPACES** WHERE LATINOS FEEL COMFORTABLE AND **TRULY BELONG**.





Engage in **conversations** with individuals from the **Latino community**.
Listening to their stories and experiences can provide **valuable insights**.

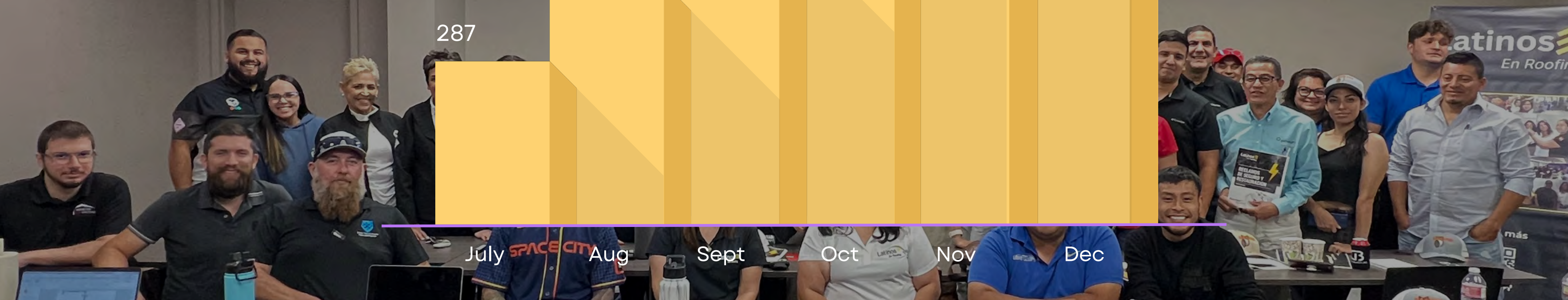
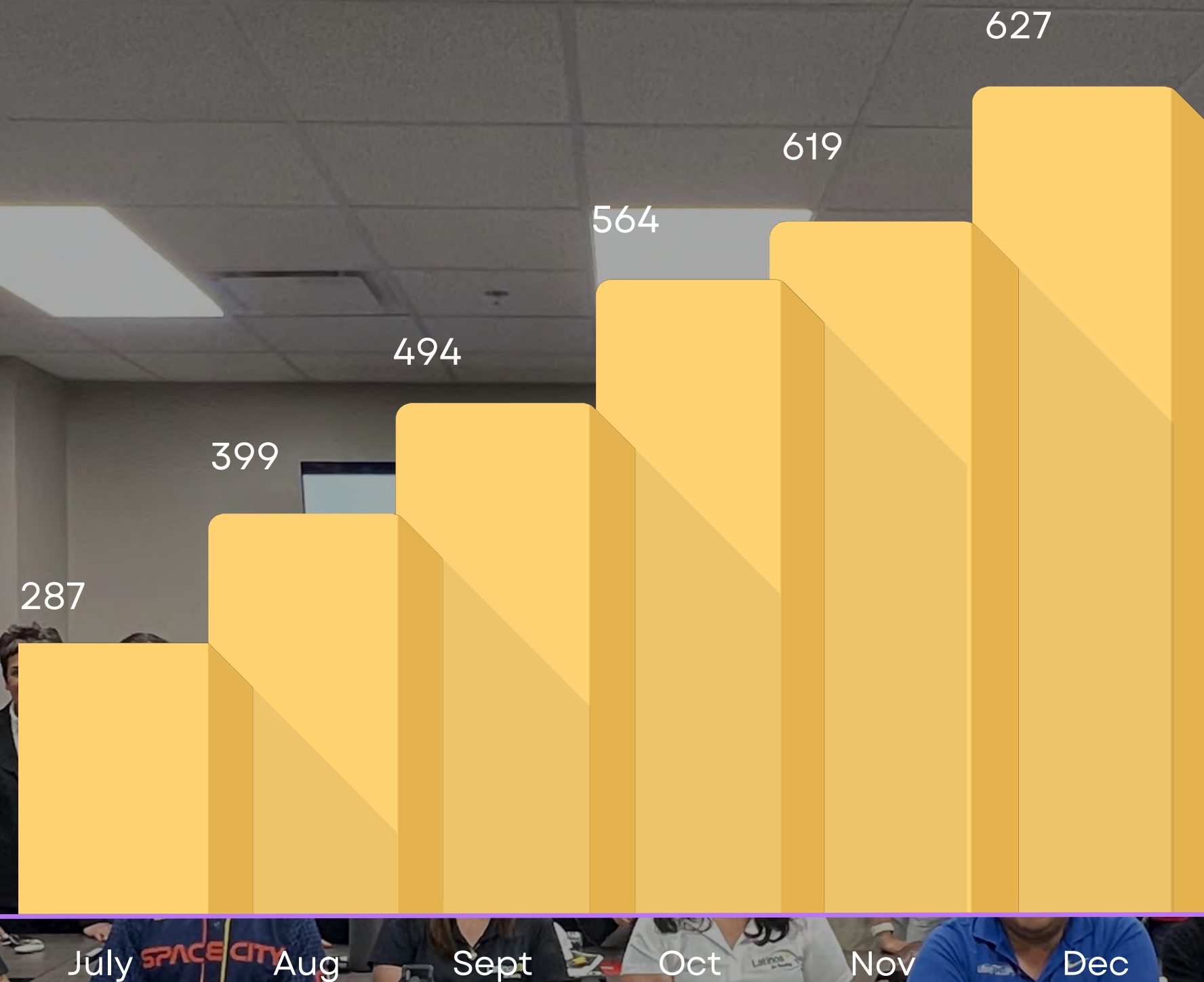




Foster partnerships and collaborations with organizations that focus on Latino issues. This can provide a platform for shared understanding and cultural exchange.



Audience Growth YEAR 2023



Amigos

PARA CRECER

Juntos

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