



The Power of Latino Leadership: Culture, Inclusion, and Contribution

Juana Bordas

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Embracing diversity, valuing people, taking action

Over 50 million Latinos live in the United States, and it'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.

“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.”

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

“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 table...can infuse new life into leadership development for all of our country's current and future leaders.”

—Janet Murguía, President, National Council of La Raza

“Juana 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

“To develop a deeper appreciation for the countless contributions the Latino community is making to America's multicultural leadership journey, read this book!”

—Ken Blanchard, coauthor of *The One Minute Manager* and *Great Leaders Grow*

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