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*Refugio Atilano*

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ACCELERATING LATINOS

**SPEAKER KIT**

2023-2024



**“The days of only focusing on your role, working hard, and “hoping to get promoted” are over. It’s now time to show up big and to swing big! It’s time to take bold action and for the new Latino/a leader to step up and show the real impact our community is ready to make!”.**  
– *Refugio Atilano*

**R**efugio is a 2nd-generation Mexican-American Latino born and raised in Chicago, IL. He’s a first-generation

graduate and business leader with vast experience working in many corporate environments for Fortune 500 companies.

Refugio’s passion is in developing Latino leaders for the current and future generations. He strongly believes in the importance and power of sharing knowledge to develop the collective leadership capabilities for all Latinos. Because Latinos are currently almost 20% of the population but only represent 4% of the seats in senior management roles, he is extremely passionate about using his experience and strategic network to develop tangible solutions to begin to close that gap!

Refugio strongly believes in the power and influence of the Latino community and is a strong advocate for our leadership potential. He is hyper-focused on developing our community’s leadership capabilities through The Latino Leadership Playbook, with more programming to come soon that will be targeting college and high school students so they can be set up for leadership success at an early age and are workplace-ready coming out of school.

Refugio’s brand is one of professionalism, determination, vision & execution, and exceptional relationships. He strongly believes that our natural Latino superpowers (i.e., problem solvers, passionate, and team-players) will be a game-changer for the new Latino leader and he is committed to showing how to bring those elements to life so that we begin to add unique impact as a professional community and set us up to be the new Latino leaders of tomorrow!

Refugio is a diverse speaker for the Latino professionals and corporations seeking to enhance their talent pool. Some of the topics below:

### NAVIGATE CULTURAL SCRIPTS

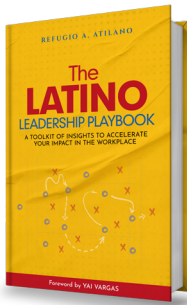
- How to work smart
- How to advocate for yourself
- How to respectfully challenge authority
- When to use a collectivism vs. me-first approach
- How to bold and go after what you want
- How to be vocal with perspectives
- How to earn the respect of your teams
- How to proactively and strategically charting your path
- Closing thoughts: How to leverage culture to your advantage

### DEVELOP LEADERSHIP SKILLS

- How to Become a Strong Communicator
- How to Identify and Leverage Mentors, Sponsors
- How to build a power network to advance your career
- How to Create and Leverage Your Unique Brand and Value
- How to Build Your Executive Presence
- How to Lead with an Impact and Extreme Ownership Focus
- How to be a Effective Change Leader • How to be Politically Savvy
- How to be a Strong Collaborator
- How to ask for a promotion
- How to Prepare for and Negotiate Your Salary

**FOR NON-LATINOS: A Practical Guide on How to Support Latinos**





“Creating value in unique ways and helping other leaders across the organization meet their business goals is always a great way to stand out and showcase your

brand to new audiences.”  
- Refugio Atilano

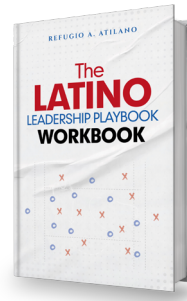
The Latino Leadership Playbook is a one-of-a-kind leadership accelerator for our professional community. The goal of the book is to flood the talent pipeline with confident, informed, high-impact, and promotion-ready Latino leaders – we now have the insights, framework, and expert advice from some of today’s most influential Latino & non-Latino business leaders needed to drive our careers forward for maximum leadership impact and potential. As Yai Vargas states, “This playbook is like having a number of different counselors, guides, and mentors in the palm of your hand - giving you diverse perspectives and expert advice that will get you at least where they have gotten and more importantly, further than you could ever imagine for yourself!”

### THE LATINO LEADERSHIP MODEL

The Latino Leadership Playbook is built to help us cut into the 4% representation gap.



The goal is to position all Latinos to “work smart” in addition to “working hard”



“You must start to think about how to “work smart” and add value above and beyond your hard skills and raw passion – working hard is table stakes and must

be expanded upon if you are serious about advancing your career.”  
- Refugio Atilano

### WORKBOOK COMING SOON!

The Latino Leadership Workbook is the companion to The Latino Leadership Playbook and your practical guide to apply all the principles and best practices from the book. The goal of the workbook is to provide all the tools to give you the confidence to make informed, high-impact decisions that each day will drive your career forward. You deserve to have impact and be recognized as a leader through your potential! Achieving success in corporate America has never been so attainable. Imagine having a team of counselors, mentors guiding your journey through their experiences and best practices? This kit is all you need to begin making an impact today.

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To hire Refugio Atilano as a keynote speaker, workshop facilitator or to place a bulk book order, contact us today.



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