

REFUGIO'S LEADERSHIP ECOSYSTEM

A Transformational Career Accelerator



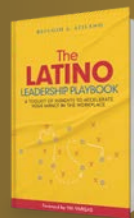
About the Ecosystem

"I am extremely passionate about the development of everyone I touch, regardless of community or background. My passion is to create as many leaders as possible and you can always count on me, my products, and my services to help accelerate the careers of all. I see your development as my development; for me, this work is personal and I take a lot of pride in seeing you transform into a new, confident, and strong leader."

Refugio Atilano is committed to developing the next of leaders and has built an ecosystem of unique and transformative products and services to help advance the Latino community.

Ref leverages his background as a 2nd-generation Mexican, native Chicagoan, global senior business leader, global Latino ERG Chair, author, speaker, and national community influencer to help all Latinos develop their leadership skills to reach their max potential

See the following pages for a detailed description of each item. Contact Refugio's team for details and registration at info@refugioatilano.com or submit an inquiry directly from refugioatilano.com.



LLP (\$35)



Live Virtual Latino Leadership Club Program (\$500)



On-Demand Latino Leadership Club Program (\$199)



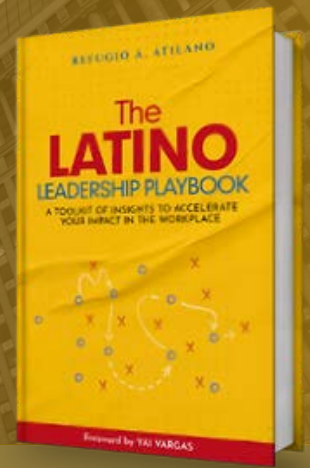
Powerful Speaking Topics (\$5K)



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THE LATINO LEADERSHIP PLAYBOOK



About the Book

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!"

Table of Contents- Sample Topics

- Latino Population and Impact Data
- How to Advocate for Yourself
- How to Effectively Challenge Authority
- How to Be Bold and Go After What You Want
- How to Be Vocal with Your Perspectives
- How to Use Your Culture to Your Advantage
- How to Become a Strong Communicator
- How to Identify and Leverage Mentors and Sponsors
- How to Build a Network to Advance Your Career
- How to Create and Leverage Your Unique Brand
- How to Lead with an Impact and Ownership Mindset
- How to Be Politically Savvy
- How to Ask for a Promotion and Negotiate Your Salary

✓ **\$35 Per Book**
Includes career development insights and perspectives from 59 of the world's most influential Latinos, Latinas, and non-Latinos.

***Bulk order discount pricing available – 10% off after 25 or more books.**

Request books: info@refugioatilano.com.

It can also be found on Amazon for single book orders.

LIVE VIRTUAL LATINO LEADERSHIP CLUB PROGRAM



About the Program

Refugio's Latino Leadership Club (LLC) is a proven, high-caliber development experience that transforms and helps maximize the career potential of the Latino community; it focuses on leveraging our culture to our advantage while developing confident, bold, and high-impact Latino professionals.

The program was built to directly address the current workplace representation gap we see today; we are about 19% of the population with only 4% in senior executive and board level roles. The LLC will help our community blast through that barrier at an accelerated pace. This program is built on expectation of action and tangible results.

✓ **\$500 Per Person; Payment plans available**

The Live LLC is an intimate and collaborative 5-month development experience; meet once per month; cohorts of 50 Latinos across all industries and career levels.



"The Latino Club was more than a learning experience; it was a call to action. Designed by a Latino for Latinos, this program created a powerful space to share, reflect, and grow alongside others who truly understand our lived experiences."

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ON-DEMAND LATINO LEADERSHIP CLUB PROGRAM



ON-DEMAND
LATINO LEADERSHIP
CLUB (LLC)

Introducing
**THE ON-DEMAND
LATINO LEADERSHIP
CLUB (LLC)**, a unique
and exceptional
career development
experience for anyone
who wants to
accelerate their
career.

►►► [LEARN MORE](#)

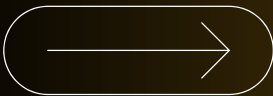
About the Program

The on-demand Latino Leadership Club (LLC) is a unique and exceptional career development experience for anyone who wants to accelerate in the workplace. This program will strongly position you to boost your confidence, your leadership capability, your network, and your career like never before – we focus both on the Latino culture, mindset, as well as skillset.

Gone are the days where you don't have access to an incredible leadership program. My goal with the LLC is to provide a mass scale solution and ensure everyone has a fighting chance to develop themselves and to reach their full potential...and all at an affordable price (\$199 introductory price per person). This program will provide structure and demystify the leadership development process; it will provide you with exactly what you need to do to begin to operate differently, in the workplace or at your university as you get ready for the workplace.



Meet the LLC Speakers!



The On-Demand Latino Leadership Club's Exceptional Speaker Lineup

"I enjoyed how Ref was very thoughtful and intentional with the content creation. From the videos, readings from the book, homework, group discussions, to guest speakers...I have learned so much! I left feeling inspired and with a framework to achieve my leadership goals."

✓ **ONLY \$199!**

Follows same structure as the Live LLC, but self-paced learning

Includes exceptional insights from some of the world's most influential leaders



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POWERFUL SPEAKING TOPICS



About the Speaking Engagements

Refugio offers powerful, inspirational, and action-focused talks on leadership and various Employee Resource Group (ERG) topics.

Ref has developed content to help individuals and groups begin to think and operate differently to help them stand out and add unique value and impact in their organizations.

Please see below for these powerful topics meant to inspire action and help you achieve tangible results for your business, organization, or institution.

LEADERSHIP TOPICS

- Importance of Latino Leadership
- How to Leverage Culture to Your Advantage
- How to Advocate for Yourself
- How to Strategically Chart Your Career
- How to Position and Present Ideas to Senior Executives
- How to Obtain Executive Mentors and Sponsors ; How to Build a Power Network
- How to Operate with Impact
- How to Build your Communication Skills and Executive Presence

"Ref's talks will blow you away! He brings a lot of passion and actionable insights to the table. This guy is the real deal."

ERG TOPICS

- How to Drive Business Impact
- How to Operate Your ERG Like a Business
- How to Leverage Your ERG to Identify and Develop Talent
- How to Prepare for and Execute Exceptional Sponsor Engagement
- How to Build a Business Case for Additional Funding
- How to Stand Out as an ERG
- *Coming Soon:* How to Develop Business Acumen for your ERG Leaders and Members



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\$5K for a one-hour virtual talk-content shared in advance; (optional) can soften language to hit many cultures and deliver enterprise -wide value