

SO CLOSE...
ROCKSTAR!

HOMework
Module 7

Bring IT Together!

The Systems are Good To Go!
The People are Trained, Happy and Ready to Win these New Latino Clients!
How do you bring it all together?

COMMUNITY Presence

Go back to Module 1 and 2 and List the following information- This time, include which staff member is the liaison, and the dedicated resources you have allocated.

Latino/Hispanic Chambers of Commerce:

	Liaison	Allocated Resources
1.		
2.		
3.		

Latino/Hispanic Community & Cultural Associations/Organizations:

	Liaison	Allocated Resources
1.		
2.		
3.		

Popular Hispanic Events & Festivals in your Neck of the Woods:

1.
2.
3.

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HOMEWORK
Module 7

Commit!

To build the relationship with the Latino Community, and win their trust and truly engage them, you must COMMIT!

COMMITMENT CHECKLIST

1. How Do Senior Leaders Support Your Hispanic Strategy?

2. What Type of Resources Are Senior Leaders Allocating to The Hispanic Strategy?

3. Are Senior Leaders Committed to The Long Haul? What Are the Multi-Year Strategies?

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Tying IT All Together!

4. What Memberships Does Your Organization Hold? Local Chambers & Organizations? Who Are the Dedicated Liaisons That Attend and Actively Participate?

5. Does Your Organization Sponsor Local Events and Festivals? With Funding and People to Man The Booths Or Exhibit Tables?
