

ANA RAMIREZ-SAENZ

A Passion for the Power of Culture in Business



GlaxoSmithKline



Boar's Head

Culture: A Driving Force

The power of culture, in essence, is simply knowing who we are and how we see ourselves in relation to others. Such knowledge gives us the confidence to communicate, participate and innovate. This simple concept has stunning implications for the current and future workplace. Ana believes that leaders who harness the power of cultural diversity – *of background, thought, knowledge and experience* – and assert its inclusion will position themselves to win the war on talent, increase market share and sustain their global competitiveness. Recognized as a thought leader in the field of organizational development, Ana guides senior leadership in developing a mindset of inclusion as a profitable business strategy and driving, at an individual and systems level, the power of culture.



Cultural Intelligence: The Future Currency

Demographers predict that the United States will change dramatically by 2020. Globally the BRIC (Brazil/Russia/India/China) countries will drive growth and increased migration of talent. These two events will have enormous ramifications for the 2020 workforce and beyond. More than ever, the future workforce will have to understand each other, communicate cross-culturally and collaborate effectively to compete worldwide. In other words, they will need to increase their cultural competence and develop a high degree of *cultural intelligence (CQ)*. Leaders and employees who hold this new CQ “currency” will be adaptable and effective in any competitive environment. Ana equips organizations to implement business models that motivate, challenge and develop this new currency, enabling them to reap the benefits of the global economy.

SELECTED TOPICS

Keynote:

- Diversity Beyond Color
- Innovation - The Nexus of Culture & Business
- Meet the Person; Bag the Stereotype
- Cultural Intelligence: What's your CQ?
- “Hola, Bonjour, Ciao” is not Cross-Cultural Communication
- Three Steps to Building Cross-Cultural Relationships
- What's Behind Those Faces? Effective Education in a Multi-Cultural Environment
- 2015, 1.6 and 15: Are You Marketing to Hispanics?
- Latinos: Tech Savvy, Brand Loyal. Strategy is Key!
- Marketing *En Español*: Getting It Right

Training & Development:

- Diversity: Key to Successful Leadership
- Fostering a Mindset of Inclusion
- Driving Innovation Through Diverse Teams
- Leading & Managing Across Time Zones
- Leveraging the “Culture” in Multicultural Teams
- Cultural Competence: The New Universal Language
- Cultural Competence & The Patient Pathway

CULTURAL INTELLIGENCE

- ADAPT
- COMMUNICATE
- COLLABORATE
- NEGOTIATE



The “Aha’s” Sustain the Passion

Conducting business in a culturally intelligent and inclusive manner is a global business imperative. Ana is a dynamic, engaging and entertaining speaker who delivers impactful insights on culture, diversity and inclusion, and their critical role in the future. Ana speaks from the richest of all perspectives: that of first-hand knowledge, as an immigrant to the United States from Mexico at the age of two. Her personal experiences as a bi-lingual, bi-cultural American bring a powerful yet genuine realism to the challenges of diversity and inclusion. Her authentic, poignant, yet often humorous stories resonate with all audiences, motivating and empowering them to engage in their own cultural journey. The “aha” moments, experienced by each person who engages in genuine learning with Ana, fuel her passion for the value of diversity, and the momentum it creates for organizational and personal change.

Leverage the Power of Culture in Your Organization

Ana founded her consultancy in 2000. Since then, she has trained thousands of people, in companies of all sizes, and in multiple industries across North America.



Ana conducts speaking engagements, training, seminars and facilitation in both English and Spanish. She speaks to many popular topics (see list) or will customize a program that is specific to your objectives.

To learn more about Ana Ramirez-Saenz and La Fuente Consulting, or to book Ana for your next seminar or workshop, please send an email to Ana@LaFuenteConsulting.com or call (616) 874-3194.



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ANA RAMIREZ - LA FUENTE CONSULTING
HEALTH CARE SUMMIT ANSWERS BUSINESSES QUESTIONS

TESTIMONIALS

“Ana provided Perrigo with an excellent U.S./ Mexico culture and language course which allowed employees to learn more about Hispanic culture and the Spanish language. It actually encouraged many of our employees to learn some Spanish, which helps them communicate globally with vendors and employees at other sites.”

*Jason Hess, Human Resources
Perrigo*

“Ana brought clear, practical leadership to the process of creating a diversity strategy. She directed and facilitated our team, and also gave us a road map to guide us into the future.”

*Carroll G. Velie, Human Resource Director
Varnum, Howlett & Schmidt
Attorneys At Law*

We attribute much of our success in the strategic planning process to Ana, and her ability to turn a marginally achieving team into a high-performing one. She was able to galvanize and facilitate numerous committees, and provide clarity to their mission. She also honored our commitment to be customer-focused and data-driven. These efforts have earned her recognition and distinction with our Board of Education.

*Dr. Shirley Johnson, Assistant Superintendent
Kentwood Public Schools*

“Lapiz is one of the leading Hispanic advertising firms in the United States. We started working with LaFuente Consulting because we needed a reliable resource who could help us create culturally appropriate messages, not literal translations, for our clients. Ana has demonstrated accuracy, knowledge and flexibility every time.”

*Elizabeth Papasakelariou, Account Director
Lapiz, USA*