



HISPANIC HIRING KIT

OVERVIEW MANUAL

Culturally Relevant and Fully Customizable Suite of
Cutting Edge Recruiting, Hiring and Onboarding Tools



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Cutting Edge Recruiting, Hiring and Onboarding Tools



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Bilingual America offers professional grade graphic art and printing services for companies who want us to help them with the full customization of the contents of the Hispanic Hiring Kit. We offer this service for companies who do not employ their own internal graphic artist or for those who want to ensure that the same artists who created these contents work on the customization. We charge a competitive fee for this service and our goal is to help you present the best possible image to the Hispanic community.

For a FREE Consultation, email us at: support@bilingualamerica.com

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WELCOME

The best way to work through this teaching guide is to follow along on the Audio CD with Ricardo González. To learn more about Ricardo see his brief bio below.

On the Audio CD he will teach you the best ways to implement and use each component of the Hispanic Hiring Kit. Please go through this teaching **BEFORE** using the data files. As a special bonus, on Track 1 of the Audio CD, Ricardo will teach you the five places you absolutely need to be recruiting Hispanics. Sit back, grab a

cup of *café con leche* and learn with Ricardo how to leverage the amazing suite of tools provided to you in the Hispanic Hiring Kit. Enjoy! ¡Disfrute!



ABOUT RICARDO

Ricardo González is the founder and CEO of Bilingual America. He is considered by many to be the leading national expert on strategic business and labor relations with Hispanics.

Ricardo is a member of the Home Industry Leadership Board sponsored by Home Advisor, is a regular conference speaker for Owens Corning, and writes for several industry trade magazines. He is a highly sought after conference speaker, writer and course developer.

Ricardo travels extensively throughout Latin America on research projects. He is married and has three children. His full bio is at: bilingualamerica.com/ricardo

HISPANIC HIRING KIT CONTENTS

RECRUITING TOOLS

Spanish Language Posters for Recruiting (2 design options)

English Language Poster for Recruiting English Dominant Hispanics

Internal Recruiting Poster to Encourage Employees to Refer New Employees

Ads Suitable for Newspaper or Magazine Placement (3 sizes, color and B/W, Spanish and English)

Tri-Fold Brochures for mailing and placement

Letters to Community Leaders and Ministers

Social Media Training Session with Ricardo (Kit provides 5 user licenses and several online ads.)

Opportunity Axis PowerPoint Slides

HIRING TOOLS

Applications

Interview Questions

Assessment for Entry Level Employees

Assessment for Potential Leaders

Guide to Legal and Illegal Interview Questions

Guide to Work Visas for Foreign Nationals

Welcome Letter

Letter of Reprimand

ONBOARDING

Kit Includes Five Online Course Licenses

90 minute “Cómo Tener Éxito” course. (How to Succeed)

Continuity growth program. 20 mini-courses of 3 to 5 minutes daily to reinforce teaching.

RECRUITING TOOLS

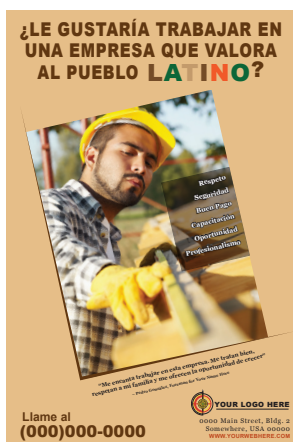
The Hispanic Hiring Kit provides you with many very powerful recruiting tools.

Make sure to listen along with Ricardo on the Audio CD as he goes into detail on how to use and get the most out of each component. Our

goal is to help you attract the Hispanic people with a culturally relevant and professional image.

These are templates that are designed for customization. We encourage you NOT to change color schemes or wording of the lead and subtitles as they are important. That being said, make it look and feel like yours.

POSTERS



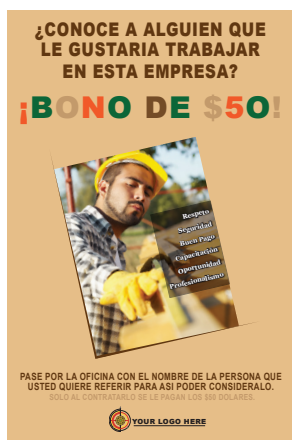
POSTERS IN SPANISH FOR EXTERNAL RECRUITING (2 design options in Spanish)

We love both of these posters! If you really want to show your love for Hispanics, use the flag poster. The flags represent a deep emotional connection for most Latinos and is a very effective symbol in marketing.

The six words on both flyers are: Respect, Security, Good Pay, Training, Opportunity, and Professionalism. These six things matter a lot to Hispanics with respect being *número uno*. On your Audio CD Ricardo will give you some great insight into the use and placement of these posters.

POSTER IN ENGLISH TO RECRUIT ENGLISH DOMINANT HISPANICS

Demographic trends show that companies are going to have to learn to recruit second-generation English dominant Latinos. This poster in the right places can help. Second-generation Hispanics still value their culture so cultural relevance is important. In your Social Media training that's part of the Hispanic Hiring Kit, you'll learn more about recruiting second-generation Hispanic millennials.



POSTERS TO ENCOURAGE INTERNAL RECRUITING BY EXISTING EMPLOYEES

Sometimes our internal employees can be a big help in our recruiting efforts. These posters are designed to encourage them to engage in this effort. If the \$50 signing bonus of a new recruit is too much or too little for you, change the amount.

By the way, listen closely on the Audio CD as Ricardo discusses the negative consequences of hiring from a friends and family network.

MEDIA ADS

3 sizes, Color and B/W, Spanish and English

These ads are suitable for both newspapers and magazines. When you replace the template picture, make sure to use a picture of someone who is Latino and get a good close up shot similar to what we have.



TRI-FOLD BROCHURES

THIS IS THE PLACE FOR YOU TO SHARE YOUR STORY AND OPPORTUNITY!

2 designs suitable for mailings or desk placement

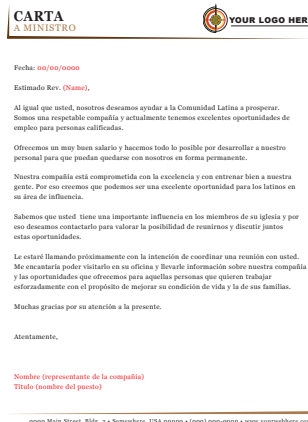
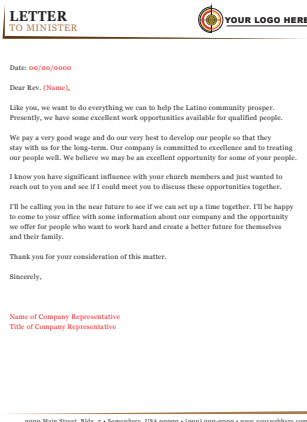
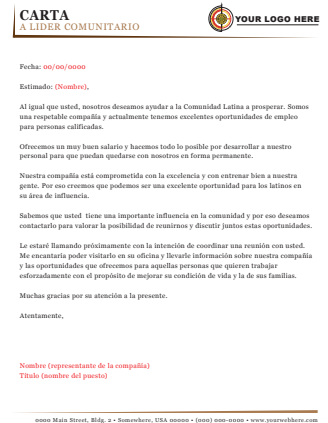
This is one of the most important tools in The Hispanic Hiring Kit and will require some creativity on your part.

The internals of the brochure need to be your story, your opportunity, and the future you offer. To take full advantage of this consider including the provided “Opportunity Axis” inside the brochure. Have someone who knows how to write for Latinos with cultural relevance do your copy. It will pay off *mucho*.

LETTERS TO COMMUNITY LEADERS

Latino community leaders have great influence. They are well connected and know a lot of people at all levels of the community.

Many civic organizations and associations have job placement departments. You should make it your goal to get to know at least three community leaders of your local or regional Hispanic associations or civic groups. Develop friendships with the right leaders, and they'll help you recruit.



LETTERS TO MINISTERS

Ministers want their people to have steady, well-paying jobs! Ministers know their members at a deeper level than do most community civic leaders.

Make friends with at least three ministers of the largest Hispanic congregations in your area. They can help you fill up your recruiting pipeline. Make sure to take them your Tri-Fold Brochures so they can pass them out. Also, don't forget to make a donation if you want continued help.

SOCIAL MEDIA TRAINING

Latinos are high touch and high contact. It's a high context culture which means that people seek out group and social activity in heavy doses. It makes sense then that Latinos are heavily engaged in social media. Per capita, Hispanics are more engaged in social media than the rest of the U.S. population. Social media offers an amazing opportunity to reach Hispanics in a targeted and cost-effective manner. **This training also include several online ads for online marketing.**

To help you take advantage of the recruiting and marketing opportunities through social media, the Hispanic Hiring Kit provides a five user license to the *Using Social Media to Reach Latinos* training with Ricardo. To get access to this training complete the request form at the following page:

<http://bilingualamerica.com/pages/hhksocial>

Once we get your request at Bilingual America we'll send you, or your company representatives, information on how to access the training. Again, your company can send up to five participants for this training as part of your license with the Hispanic Hiring Kit.



OPPORTUNITY AXIS

The opportunity axis is a powerful hiring tool! People like to know their future potential. Your job as a business leader is to create an outstanding opportunity for your people. The opportunity axis clearly shows them how to accomplish their dreams with your company.

On the Audio CD Ricardo will teach you how to leverage this tool with potential new employees. Also, on the Data CD there is a PowerPoint presentation that you can customize and use within your company.




LEADERSHIP ASSESSMENTS

All leaders need critical traits and raw abilities. Companies should take the assessment of potential leaders very seriously. After all, leaders do exercise great influence in your company.

This is an extensive assessment of personality, communication skills, logic, and more. Allot at least 40 minutes to take it. As long as the person is honest, it will give you an accurate understanding of their leadership capability.

ASSESSMENT
LEADERSHIP PROFILE



Personal Information

LAST NAME: _____ FIRST NAME: _____

PERSONAL EMAIL: _____

Integration of New Employees

1. What do you most look for in a new employee? Choose your top TWO qualities.

Answers: ☐ Aspiration ☐ Positive ☐ Desire to Learn
☐ Organizado ☐ Hard Working ☐ Ability to Learn

2. You are in a supervisory position and hire a new employee who you know deep down is more talented and intelligent than you. How would you handle that relationship?

Answers: _____


Personality

From each group of words, choose the description that best describes you.

☐ Very shy ☐ Shy ☐ Outgoing ☐ Complete extrovert

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EVALUACIÓN
PERFIL DE LIDERAZGO



Información Personal

APellidos: _____ Nombres: _____

Correo electrónico: _____

Integración de Nuevos Empleados

1. ¿Qué es lo que más valora en un nuevo empleado? Encoga las DOS cualidades más favorables a su juicio.

Answers: ☐ Aspiración ☐ Positivo ☐ Deseo de Aprender
☐ Organizado ☐ Trabajador ☐ Habilidad de Aprender

2. Suponga que usted es un supervisor en la empresa y contrata a un nuevo empleado y usted sabe bien que él es más talentoso e inteligente que usted. ¿Cómo manejar esa relación de trabajo efectivamente?

Answers: _____

Personalidad

De cada grupo de palabras, escoga UNA descripción, que mejor le describe.

☐ Muy tímido ☐ Tímido ☐ Extrovertido ☐ Completamente Extrovertido

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LEGAL GUIDE

THINGS YOU CAN AND CAN'T ASK



No one wants legal problems! Protect yourself and your image by making sure that all people involved in the hiring process have a copy of this guide in their possession. **Disclaimer:** This guide does not constitute legal advice. Please contact your attorney if you need legal advice.

¡Nadie quiere problemas legales! Protégase y proteja su imagen, asegurándose de que todos las personas involucradas en el proceso de contratación tengan una copia de esta guía en su poder. **Descargo de responsabilidad:** Esta guía no constituye un consejo legal. Por favor, póngase en contacto con su abogado si necesita asesoría legal.

English Guide	Guía en Español
<p>1. Identity</p> <p>Can ask</p> <p>Can you submit proper documentation, such as birth certificate, residency documentation, or work permit, to show you are legally allowed to work in the United States?</p> <p>Are you a U.S. Citizen?</p> <p>If no: Do you intend to become one?</p> <p>If no: Do you have the legal right to remain in the United States?</p> <p>If no: Are you prevented from lawful employment due to visa or immigration status?</p> <p>Let them know if hired, they will be asked to submit documentation.</p>	<p>1. Identidad</p> <p>Se puede preguntar</p> <p>¿Puede presentarnos la documentación propia como certificado de nacimiento, documento de residencia, permitas de trabajo, para mostrar que usted está autorizado legalmente para trabajar en los Estados Unidos.</p> <p>¿Es ciudadano de los Estados Unidos?</p> <p>Si no: ¿Tiene usted la intención de ser ciudadano estadounidense?</p> <p>Si no: ¿Tiene usted el permiso legal para permanecer en los Estados Unidos?</p> <p>Si no: ¿Tiene usted un impedimento de empleo legal, debido a la condición de visa o estatus migratorio?</p> <p>Hágales saber de ser contratado, se les pedirá que presente la documentación.</p>

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GUIDE TO LEGAL AND ILLEGAL QUESTIONS

Protect yourself and your image by making sure that all people involved in the hiring process have a copy of this guide in their possession.

Disclaimer: This is not legal advice. Contact your attorney if you need legal advice.

We would suggest you consider providing internal training on this content and testing your hiring managers. Document that you did this training of your hiring managers and provide yourself with an important level of insulation in the event there is ever a discrimination case made against you or your company.

GUIDE TO WORK VISAS FOR FOREIGN NATIONALS

Many companies hire foreign nationals to fill needs within their organization. This guide provides you with the necessary information to consider engaging a foreign national on your team.

The H2B visa is the most popular for temporary labor workers but you must understand to whom it can and cannot apply. There are many other types of work visas that apply to foreign workers. This guide will help you become familiar with your various options.

Disclaimer: This is not legal advice. Contact your attorney if you need legal advice.

WORK VISA GUIDE

EMPLOYING FOREIGN NATIONALS



This guide is intended to provide you with a general understanding of available legal work visas for foreign employees. If you choose to offer a work visa to a foreign national, we strongly advise retaining a competent immigration attorney in your local area who will help you with the corresponding details. Visas are in alphabetical order with no consideration of which may, or may not, be best for your company. **Disclaimer:** This guide does not constitute legal advice. Please contact your attorney if you need legal advice.

Esta guía tiene como propósito proporcionar una comprensión general de las visas legales de trabajo disponibles para los empleados extranjeros. En el caso de que decida ofrecer una visa de trabajo a un extranjero, le recomendamos retener un abogado de inmigración competente en su área local que le asistirá con los detalles y las diferencias correspondientes. Las visas están presentadas en orden alfabético, sin consideración de lo que puede, o no, ser mejor para su empresa. **Descargo de responsabilidad:** Esta guía no constituye un consejo legal. Por favor, póngase en contacto con su abogado si necesita asesoría legal.

English Guide	Guía en Español
<p>H1 Visa</p> <p>Intended Recipients</p> <p>Business People</p> <p>Uses</p> <p>The H1 Visa is for business people making sales, conducting negotiations, attending meetings, interviewing potential staff members, and seeking investments in the United States.</p> <p>Length of Stay</p> <p>Six Months</p>	<p>Visa H1</p> <p>Destinatarios</p> <p>Empresarios</p> <p>Usos</p> <p>La Visa H1 es para los empresarios que hacen las ventas, llevan a cabo las negociaciones, asisten a las reuniones, entrevistan empleados potenciales y /o buscan inversiones en Estados Unidos.</p> <p>Duración de la Estancia</p> <p>Six Meses</p>

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LETTER

OF WELCOME



Date: 00/00/0000

Dear (Name),

Welcome to (Company Name)! We want you to know how happy we are to have you on our team and we're looking forward to growing together.

Our desire is for you to prosper and grow with our company and we'll do everything we can to help you do well here.

We're all committed to one another and to the health of our organization. We all depend on each other to stay safe, have a healthy work culture, and to do well financially. As much as you're counting on us, we're also counting on you. We believe you'll be a great fit and addition to our team.

If you ever need anything from me personally, or if you have any feedback that you think can help us be a better company, please let me know.

Again, welcome to (name of company)! Sincerely,

Name of Company Representative
Title of Company Representative

LETTER

OF WELCOME



Date: 00/00/0000

Dear (Name),

Welcome to (Company Name)! We want you to know how happy we are to have you on our team and we're looking forward to growing together.

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Again, welcome to (name of company)! Sincerely,

Name of Company Representative
Title of Company Representative

WELCOME LETTER

This is such a great tool! People rarely get real mail these days so it has real significance.

Every time you hire a new Hispanic employee, send them a welcome letter. If they are Spanish language dominant, send them the Spanish letter, if they are English language dominant, then, of course, send the English letter. This will do wonders to solidify your relationship with your new employee.

LETTER OF REPRIMAND

Unfortunately, sometimes things don't go the way we want and we have to reprimand an employee.

Written documentation is very important to maintain, as it regards disciplining and perhaps, ultimately, firing an employee. When you give this letter to someone, make sure to make a copy of their signed letter. This shouldn't be sent in the mail. This should be handed to them, they should sign it, and you should keep a copy.

LETTER OF REPRIMAND

YOUR LOGO HERE

Date: 00/00/0000

Dear (Name),

Sometimes things happen that are disappointing and difficult for all of us. As you know, we recently sat down together and discussed (name point of discussion).

We're very committed to your success and want you to prosper with our company. Unfortunately, we simply can't have this type of situation in the organization. I am sending you this written letter or reprimand so that you fully understand the seriousness of the situation and to let you know in writing that this type of conduct will not be tolerated again. If it does happen it will result in your dismissal from the company.

We are here for you and sincerely want you to be able to grow and prosper with us. If you would like to discuss this any further, or if there is anything we can do to help you stay on track, please let me know.

Sincerely,

Name of company representative
Title of company representative

Received by employee first and last name

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CARTA DE AMONESTACION

YOUR LOGO HERE

Fecha: 00/00/0000

Estimado (Nombre de persona),

Algunas veces ocurren cosas que son decepcionantes y difíciles para todos nosotros. Como usted sabe, recientemente nos hemos dialogado sobre (punto de discusión).

Estamos comprometidos con usted y su éxito y queremos que usted prospere con nuestra empresa. Desafortunadamente, simplemente no podemos tener este tipo de situación en la organización. Le envío esta carta de amonestación por escrito para que pueda entender plenamente la gravedad de la situación y para así formalmente notificarle que este tipo de conducta no es tolerada más. Lamentablemente, si esto vuelve a suceder, dará lugar a su despido de la empresa.

Estamos de su lado y sinceramente queremos que usted pueda crecer y prosperar con nosotros. Si quiere dialogar más este asunto, o si hay algo que podemos hacer para ayudar a mantener el rumbo correcto, por favor háganoslo saber.

Atentamente,

Nombre del representante de la compañía
Nombre de su puesto

Recibido por nombre completo del empleado

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ONBOARDING

We get one chance to establish a proper mentality and culture with our new employees.

Our *Como Tener Exito* course is culturally and linguistically relevant training for the new employees in your company.

On the very first day, your new employees are introduced to a total success mentality in a 60-minute online learning session with Ricardo.

We focus on teaching them how to succeed in their personal life and in your company. After the course, there is a 20-day continuity growth program to make sure things stick.

OVERVIEW OF ONBOARDING TRAINING

Como Tener Exito is a 60-minute online course with Ricardo González, founder and CEO of Bilingual America. The course teaches Latinos how to succeed both in their personal and professional lives. By providing this training to your new employees you provide them with great information and you send a message that you're serious about helping them grow. This onboarding process will have a direct impact on your retention and quality rates if implemented.



CERTIFICATION


CÓMO TENER ÉXITO

This Certifies that

Ramón Rodríguez

has successfully completed the *Cómo Tener Exito* onboard course and is thus entitled to this official Certificate of Accomplishment approved by Bilingual America and its duly appointed undersigned representative.




Founder and CEO of Bilingual America Your Company Representative

Upon successful completion of both the *Como Tener Exito* course and the 20-day growth program, your new employee will receive a certificate of completion that you can present formally to him or her. This is a great opportunity to recognize your new employee publicly. This public recognition is important and helps establish the new employee as an important part of your company.

OVERVIEW OF 20-DAY CONTINUITY GROWTH PROGRAM

As part of the onboarding process, the Hispanic Hiring Kit provides you with five user licenses to our exclusive 20-Day Growth Program. This program is a continuation of the principles taught in the *Como Tener Exito* program. Each work day for a period of four weeks (20 days), your new employee will take a 3 to 5 minute mini-lesson with Ricardo. When a person finishes a lesson, they click a button and our online client system will tag his record to verify to Bilingual America that your new employee took the training.



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