



LÍDERES EXITOSOS™
Liderazgo Profesional en la Empresa Americana

THE GOAL OF LEADERSHIP IS TO
CREATE THE CULTURE IN WHICH
OTHERS CAN GROW AND THRIVE.
TRUE LEADERS CREATE MORE
LEADERS, NOT MORE FOLLOWERS.

*Ricardo González
CEO, Bilingual America*

EQUIPPING LATINOS

TO BE SUCCESSFUL LEADERS IN THE AMERICAN ENTERPRISE




Bilingual America

“

People who add value to others do so intentionally. I say that because to add value, leaders must give of themselves, and that rarely occurs by accident. — **Dr. John Maxwell**



THE 6 SKILLS OF SUCCESSFUL LEADERSHIP

— WHO YOU ARE AND WHAT YOU SAY —



PILLAR ONE:
Character

PILLAR TWO:
Communications



— HOW YOU LEAD AND WHO YOU LEAD —



PILLAR THREE:
Organization

PILLAR FOUR:
Team Building



— WHAT YOU CREATE AND GIVE TO OTHERS —



PILLAR FIVE:
Negotiation

PILLAR SIX:
Modeling



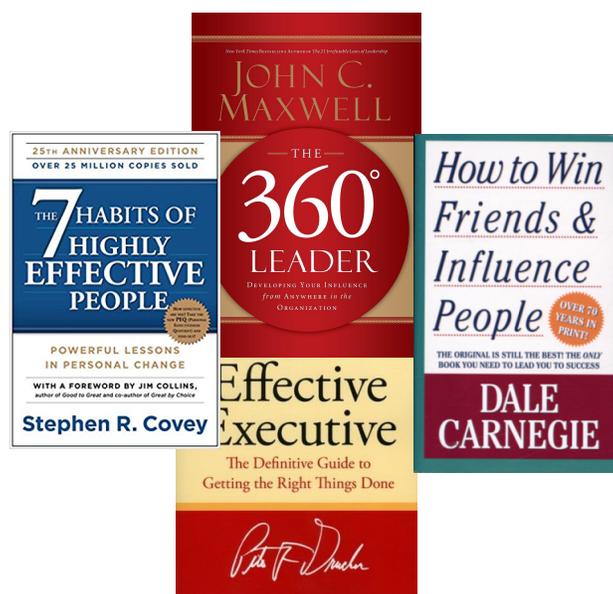
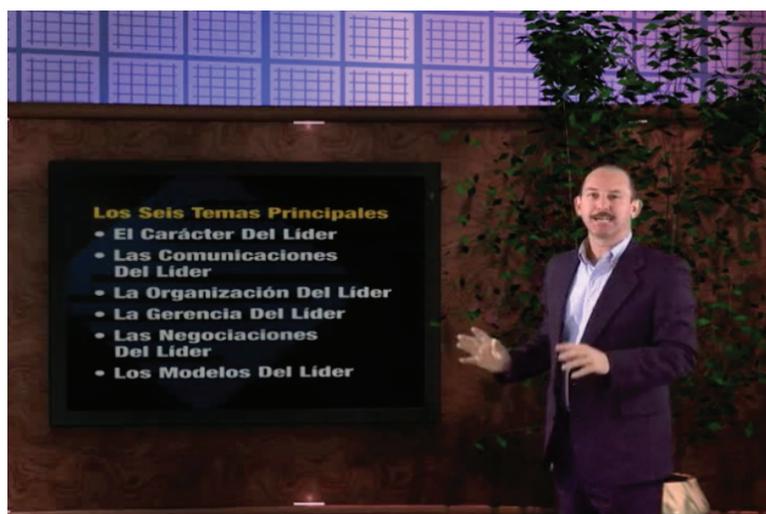
COURSE OBJECTIVE

Our objective is to develop Latino leaders to be highly successful leaders within the American enterprise. Leaders who are properly prepared are able to create a culture in which all associates thrive together. Simply put, skilled leaders can successfully recruit, train and retain a skilled team. This allows for higher levels of performance, productivity, and profitability. We do this through a professional six-month program that combines a world-class curriculum with consistent one-on-one coaching and mentoring.

CURRICULUM



Our six-month process is designed specifically for Latinos who are working within the American enterprise. In addition to our core *Líderes Existosos* content taught by Ricardo González, CEO of Bilingual America and an internationally recognized expert in cultural leadership, each participant is required to complete assignments that leverage these principles in real life and leadership. In addition, each participant will read a minimum of six books from such renowned authors as Dr. John Maxwell, Dale Carnegie, Stephen Covey, Peter Drucker, and more. All books and articles chosen for the curriculum are available in both English and Spanish.



COACHING

Each participant is assigned his or her own personal coach and mentor. During the six months they will meet on video conference for personal coaching and mentoring bi-weekly for one hour each time. These calls are designed to provide the participant with a certified coach who has also demonstrated high levels of success in their own leadership. All coaches hold a minimum of a University degree from an accredited university, have had significant business experience and success in the United States, and are bilingual in Spanish and English.

CERTIFICATION AND REPORTING



The documentation of verifiable results in the program is mission critical.

Each participant completes an entry survey at the beginning of the course. We ask detailed questions about their present leadership abilities and practices. Participants set measurable growth goals and at the end of the course, we administer an exit survey to capture specific data on growth points, skill development, and levels of influence within the organization and beyond.

Upon successful completion of the course, each participant receives a certificate of completion. Also, the student is awarded a digital badge of certification so they can display their achievement publicly on sites like LinkedIn, among others. And yes, we'll coach them to properly engage on social media sites like LinkedIn, Facebook, and others.



A LEADERSHIP development experience designed to create leaders worth following.

COURSE DELIVERY

This six-month leadership development program follows the principles outlined in the course, *LIDERESEXITOSOS™* and is delivered via the following approaches:

- **Online** - All course assets are online at students.bilingualamerica.com. This includes the Líderes Exitosos online video course, worksheets, assignments, additional readings, and more. This part of the course can be done on demand by the student.
- **Offline** - Participants will be required to do assignments ranging from reading one book monthly to engaging in meaningful real-life leadership application.
- **Video Coaching** - One-on-one coaching is conducted via Zoom video conferencing and is in a private, password protected area. These are scheduled appointments in which participants can speak and learn openly without fear of repercussion from a corporate trainer.

Request a Consultation at BilingualAmerica.com/Contact-Us