



Center for Hispanic Leadership

Institute for Business Development

The Center for Hispanic Leadership (CHL) will be partnering with the Top Entrepreneurship Universities throughout the country to accomplish the following objectives:

1. Promote Entrepreneurship in and throughout the Hispanic Business community

- To teach Hispanics how their natural Entrepreneurial skills can be best utilized in the corporate workplace to inspire and contribute to optimize culture, teams, project management collaboration, leadership, innovation and initiative in support of a company's mission/vision.
- According to the US Small Business Administration in 2007, Hispanic entrepreneurs represent the fastest growing entrepreneurship segment in the US. In fact, Latinas are becoming entrepreneurs at 6 times the rate of the national average and now represent 1/3 of all Hispanic businesses.

2. Hispanics are Born Entrepreneurs but Require Formal Education / Training

- In his recently launched book, *Earning Serendipity - 4 Skills for Creating and Sustaining Good Fortune in Your Work*, CHL Founder, Glenn Llopis - mentions that people in the US have a choice to be an entrepreneur, but those from developing countries must be entrepreneurs to survive. Mr. Llopis is a delegate for an "innovation think-tank" at Northwestern's Kellogg School of Management (www.KINGlobal.org) and in June spoke to Mr. Juan Manuel Santos (Former Foreign Minister of Security for Columbia) and shared this point of view with him. Mr. Santos' response: "Glenn, I couldn't agree with you more. We call them, 'informal entrepreneurs' - and we ask people like you (Glenn) to visit our country to help 'formalize' their innate skills and capabilities so that they can play a more integral role in making our country more secure and more economically stable." That being said, the point is that today's Hispanics in America represent the informal entrepreneurs. They must now learn (formally) how to become better in touch with their entrepreneurial capabilities to make a difference in both business and society.

3. Create Viral Awareness and Attention for CHL / University Event Cause: Train Hispanics to Become Entrepreneurs and / or Leaders in Business and Society

- Our goal at CHL is to collaborate with University Entrepreneurship Programs throughout the United States to help spread the word and **join the cause**. In the end, we want to help Universities propel awareness for not only the fastest growing entrepreneurial sector in the US - but the "new majority-minority" that must take a more formal stand to stimulate positive social change, unity and integration across all multicultural and mainstream groups in America. But first, they must be educated and trained to be most effectively represented in the corporate workplace environment.



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Closing Statement:

Our goal is to target and market to all Hispanic professionals and college / high school students. Our objective is to teach Hispanics about how to “trust their brand” in order for them to best capture their “golden ticket” of opportunities (as a Hispanic, Corporate employee and entrepreneur). Our hope is that these University events excite participants to further their knowledge and discovery process to strive in the workplace to thrive toward a prosperous career.