



# **Managing Hispanic and Latino Employees: A Guide to Hiring, Training, Motivating, Supervising, and Supporting the Fastest Growing Workforce Group**

*Louis E. V. Nevaer*

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Hispanics are the largest minority group and the fastest growing demographic in the United States. But their supervisors are often non-Hispanics who do not understand how they see the business world and so are not able to work with their Hispanic employees effectively. Drawing on his own ethnic background and years of experience as director of the organization, Hispanic Economics, Louis Nevaer identifies three overarching concepts that inform Hispanic culture and that often result in behaviors and beliefs very different than, and sometimes seemingly at odds with, those of non-Hispanics. Using a wealth of specific examples, Nevaer shows how an awareness of the importance of these concepts can help managers create a welcoming work environment, increase productivity and employee engagement, and develop a dynamic and committed Hispanic workforce. As Hispanics become an ever-larger segment of the workforce, organizations who fail to make them feel welcome and valued risk losing access to a significant source of talent and innovation.

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