



# LATINAS in LEADERSHIP INSTITUTE



# PROGRAM BROCHURE

# Introduction

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**L**atinas & Power is a network of thousands of Latina professionals and entrepreneurs from across the United States. Our mission is to inspire, motivate, encourage, and provide tools that enable Latinas to succeed and become influential leaders and advocates.

Latinas & Power Corp was established as a network 20 years ago in Connecticut and incorporated as a non-profit in 2019. The founder and CEO, Marilyn Alverio—a marketing strategist and community advocate—recognized the need for Latinas to network, learn from one another, develop leadership skills, become empowered in the workplace and in business, and assume influential leadership roles. Latinas & Power has offered two decades of symposiums that offer skill-based workshops and inspirational speakers to upwards of 10,000 women.

Since 2004, through an annual event called the Latinas & Power Symposium®, we have been gathering to share strategies for success with each other and promote Latina achievements. The pandemic presented an opportunity to expand our work through several virtual platforms. In addition to our annual symposium, we now offer virtual meetings and webinars, live social media spotlights, hybrid training sessions and various networking opportunities.

To further elevate the Latina community, we have developed a new leadership platform where Latinas can continue to build skills, identify growth opportunities, tap into their unique passions, and make valuable contributions to their organizations, businesses, and communities.

Before embarking on this initiative, we conducted surveys and virtual focus groups to understand the current needs of Latinas and what obstacles we face today.

The report called “The Latina Pathway to Excellence in A Post Pandemic World.” highlighted striking themes surrounding representation: cultural expectations, a need for champions, imposter syndrome, visibility, and the benefits and challenges of operating in a virtual environment.

In response, we have created a new cohort-based model called the **Latinas in Leadership Institute (LiLi)**.



# About

## Latinas in Leadership Institute (LiLi)

Latinas in Leadership Institute will offer a Women's Leadership & Advocacy Certificate designed for early career and mid-career Latinas in the workplace and in business with a desire to level-up in their organization/business and enhance their leadership or advocacy abilities.

### Vision

Increase the number of Latinas who are prepared to take on leadership and management roles within their respective companies, organizations and institutions.

### Mission

Build a diverse pipeline of talent that contributes to addressing the Latina Leadership Gap in the U.S.

### Goal

We will offer a three month (12 weeks) leadership & advocacy certification program.

### Learning Outcomes

Participants will leave with new ideas, skills, and confidence to pursue decision making roles. They will be part of an ongoing collaborative supportive network of participants, mentors and coaches that believe in promoting change.

The curriculum for the Latinas in Leadership Institute program is organized around four pillars with which participants will be expected to engage:

- Growth Mindset
- Authenticity
- Leadership
- Civic Engagement & Advocacy



# How LiLi Works

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We will offer a virtual learning format that is flexible, affordable, and supportive environment that includes:

- ▣ An interactive setting where participants and instructors can engage in meaningful discussions.
- ▣ Monthly check-ins with ongoing support.
- ▣ Opportunities for reflecting within your cohort pod.
- ▣ An opportunity to expand your network.



For more information and to inquire about an application go to:  
[www.latinasinleadershipinstitute.com](http://www.latinasinleadershipinstitute.com)