



# **Generations & Culture Workshop**



## **Whitepaper Confidential Document**



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# **Generations & Culture Workshop**

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# Generations & Culture Workshop

## Program Overview

### **Business Case Summary**

The 21st century requires employees and teams to work together in more productive and efficient ways. Teams need to understand the multi-generational dynamics that impact productivity and performance in the workplace. Equally important is the understanding of the Latino/Hispanic culture and the similarities and differences between the Latino Millennials and the Gen Zs and the non-Hispanic generational cohorts.

The Generations & Culture Workshop is a learning program that explores an ever-changing workforce and the generational and cultural differences that exist between key groups in the workforce. In this workshop, employees, individual contributors, and intact teams will learn about the generations in the current workforce and the implications of a multi-generational workforce, explore the top myths regarding generations, discover the values, practices, and expectations that define each generation, and uncover innovative ways to work together.

Not only will we explore the increasingly diverse workforce with respect to generational differences, but we will also seek to understand the Latino/Hispanic culture, its impact on our current workforce and the differences and similarities that exist between generational members and their Latino/Hispanic cohorts. We will pay special consideration to an up-and-coming demographic in the workforce: the Latino Millennials and Gen Z, and the ways both their culture and their status as members of Generation Y and Z define and distinguish them from other groups in the workforce.

### **Audience Profile**

The **Generations & Culture Workshop** is designed for employees, individual contributors, and intact teams.

### **Delivery Formats**

The Generations & Culture Workshop is available on-site, and via virtual video e-learning and blended learning formats. On-site training is a one-day session lasting from 8:30 a.m. to 4:30 p.m. Virtual video format is delivered via live webinar kick-off and live webinar sessions (45 to 60 minutes). Live webinar labs ensure skills integration by engaging in real-time work challenges and relevant Q & A between attendees and Dr. Sanchez. Blended learning format is a combination of on-site and virtual delivery.



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**The Culture & Generations Workshop** curriculum is composed of content delivery, group interaction, business-specific Q & A sessions, and best practices sharing.

## **Program Overview Continued**

### **Learning Objectives**

- Evaluate personal biases and maximize understanding of self and others.
- Create an environment of learning and idea sharing.
- Gain knowledge and expertise regarding the generations in the workforce and the similarities and differences between generational members and their Hispanic/Latino cohorts.
- Compare and contrast similarities and differences between Hispanic/Latino Millennials and Gen Z and non-Hispanic Gen Yers and Zers.
- Collaborate with fellow employees, individual contributors and team members to facilitate teamwork and cooperation between members of generations and with the Latino Millennials and Gen Zs.
- Increase levels of satisfaction among participants by improving communication skills between members of generations and with the Hispanic Millennials and Gen Z.
- Gain a strong understanding of management best practices for each generation.

# **Generations & Culture Workshop**

## **Design**

### **Design Partnering Overview**

Training programs can only succeed when the training topic is relevant to the business objectives. Our training programs are designed to be delivered in various settings. Prior to the training delivery, we will work with your in-house experts to customize a program that specifically meets your intended outcomes.

### **Mutual Trust & Respect**

We are interested in collaborating with your Human Resources Leaders to promote and invest in a long lasting partnership based on mutual trust and respect. To ensure a successful training implementation, we seek to understand your business challenges, training objectives, and desired outcomes.

### **Client Needs**

Understanding your talent and culture priorities is critical to the success of a training program implementation. We work diligently to meet your specific business needs, training expectations and outcomes.



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# **Generations & Culture Workshop**

## **Curriculum Content**

### **Content Overview**

The course curriculum focuses on bias self-awareness, learning, idea generation and action planning. Attendees will be offered a highly relevant and safe learning environment through course content and Q & As discussing current work challenges with the Hispanic workforce. Organized module delivery is combined with participant group discussion regarding key business challenges.

### **Module 1**

#### **Generations in the Workplace**

- **Top Myths Regarding Generations** - We all make generalizations about generations and their capabilities and limitations. Find out what is accurate and what are myths—and what each generation thinks about the others.
- **Hispanization of America** - Hispanics are the fastest growing minority group in the United States and account for 33% of the U.S. workforce. To recognize this key demographic and its customs, values, and expectations in the workplace are essential for any employer and those in leadership positions. Learn recent demographic data, cultural and workplace norms, and how your corporation can best employ this vital information to build a better workplace.

### **Module 2**

#### **Generations Defined vs. Hispanic Generations**

- **Generational Values and Expectations** - Learn crucial differences between the four generations within our current workforce, how they view and relate to each other, and how employers and leaders can build the most productive and inclusive work environment around the strengths each group brings to the workforce. Discover how U.S. generational differences apply and do not apply to Hispanic workers.
- **Hispanic Millennials and Gen Z Values and Expectations** - Hispanic Millennials and Gen Zs, as both members of Generation Y and Gen Z and of the Hispanic community, often harbor strong personal and professional values that relate to both their upbringing and their generational differences. Learn more about how Hispanic Millennials and Gen Z apply their personal values to the workplace and the qualities they seek in employers.

### **Module 3**

#### **Latino Millennial and Gen Z Expectations of Employers**

- **Recruitment, Performance, Rewards and Motivation Techniques** - Discover optimal strategies for rewarding, motivating and retaining Hispanic workers of differing generations and educational levels. Learn how these methods can significantly reduce work conflicts while creating a more inclusive and productive atmosphere.



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## **Module 4**

### **Risks and Implementation Plan**

- Learn best practices for handling workplace conflicts with respect to both cultural and generational differences, and develop a plan for navigating potential workplace conflicts.

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## **Delivery Formats**

**On-Site Format** Leader/Manager Training on-site format is delivered in a one-day session lasting from 8:30 a.m. to 4:30 p.m.

The curriculum is composed of content delivery, group interaction, business challenges, Q & A sessions, best practice sharing and action planning with a maximum of 24 participants.

Day 1: Modules 1- 4

### **Virtual Video Format**

Virtual video e-learning format is delivered in live scheduled sessions. The sessions are scheduled over four weeks, once a week, with each session lasting 45-60 minutes.

Live sessions ensure skills integration, engaging participation, and sharing business challenges as well as best practices.

The virtual video format has a maximum of 24 participants.

### **Blended Learning Format**

A blended learning format is a combination of on-site and virtual video delivery. This can be accomplished based on the clients' schedules and learning objectives.

# **Culture & Generations Workshop**

## **Quality Assurance**

### **Ensuring Quality**

Sanchez & Associates is dedicated to learning and providing the most comprehensive program and services available. Our driving force is the intense desire to perform with excellence and meet the highest standards. We are committed to inclusion, which promotes learning, recognition of similarities and differences, personal growth, and the contribution of others. We measure the results of our program by evaluations and client results.

### **Monitor Evaluations**

After each program, we review participant evaluations, debrief with clients, summarize results and identify future opportunities for effectiveness.





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## **Feedback**

We value all those we encounter and maintain a dedicated desire to build a strong professional bond of trust. Our facilitators and consultants will remain in contact with a sampling of participants after program delivery for a 1-month period. We will assess workplace challenges and best practices. This feedback allows Sanchez & Associates to improve continually our program as well as our curriculum content.

# **Generations & Culture Workshop**

## **Fees & Contracts**

### **Cost Estimates**

Sanchez & Associates program and consulting fees are competitive with other diversity-consulting firms. We consider the scope of the project, geographic locations, number of profiles, and delivery complexity.

### **Cancellation Policy**

We recognize that at times our clients must cancel a contract for various reasons. If scheduled programs or services are canceled between 10-21 calendar days before the contracted start date, we require our clients to pay 10% of the contracted fee. Cancellation that occurs fewer than ten calendar days before start date is subject to a fee of 25% of the total contracted fee. Any airline or hotel reservations that cannot be canceled or transferred will also be billed to the client organization regardless of the cancellation time.

### **Owner Rights**

Sanchez & Associates maintains the sole property of all materials, principles, concepts, processes, skills and tools provided in our delivered programs. It is also agreed that our client may share our program and services content with members of their organization, but may not teach, produce, repackage, distribute, or sell the delivered content to any person or entity inside or outside the organization without prior authorization from Sanchez & Associates, LLC.

### **Delivery Assurance**

Sanchez & Associates, LLC agrees to fulfill all aspects of the final agreed upon contract. All programs, services, session, consulting services, and materials will be delivered timely and in accordance with specified details of the contract. Sanchez & Associates can adjust the program and services to meet the client's needs.

### **Contract Protocols**

We require our clients to supply us with an official purchase order number and invoicing information in order for our contract to be valid. If insurance is required to qualify as a certified vendor, we request that the insurance criteria be delivered to us as soon as possible in order to comply.



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## Payments

We will invoice for all our services rendered. We require payment for our services via bank wire within thirty (30) days of our invoice date. Payments received past thirty (30) days will accrue a monthly interest charge of 10% of the total bill until payment is received in full.

# Generations & Culture Workshop

## About Sanchez & Associates, LLC

### Company Statement

Sanchez & Associates, LLC is based in Hurst, Texas. Our firm is composed of a group of professionals who hold academic degrees in business management, organizational management, marketing and human resources. In addition, our team possesses real-life experience in diversity consulting in various fields.

### Relevant Experience

Sanchez & Associates is led by Dr. Sanchez, SPHR, SHRM-SCP. She has over 35 years of experience leading diversity challenges at companies including Boeing, Delta Airlines and American Airlines. Furthermore, she is a national speaker at conferences and business forums advocating for Hispanic/Latino talent.

Dr. Sanchez has been named by *Hispanic Business Magazine* as one of the "Top 50 Hispanic Women in Business," "Top 80 Elite Hispanic Women," and "Top 100 Latinas in America." She was highlighted in a Hispanic Journal Magazine article recognizing her accomplishments in Human Resources and Diversity at American Airlines during and post 9/11.

### Client Referral List

- City of Fort Worth, Texas
- Texas Christian University (TCU)
- EPSA USA Projects, Corp.
- Medica Health Management
- Umauma Experience
- YSoft
- Mothers Against Drunk Driving (MADD)
- NUCO Utilities
- Christian Cable Inc.
- RushCo Energy Specialists Inc.
- Fort Worth Business Assistance Center
- Ridecentric
- Tarrant County Community College (TCCD)
- American Leather Inc.
- Canales Furniture
- Chef Point Restaurant and Catering
- CCE, Inc.
- University of North Texas, Health Sciences (UNT)
- North Texas Community Health Centers (NTCHC)
- Texas Centers for Infectious Disease Associates (TCIDA)





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- 5 Star Ford
- Cognate Bioservices
- Culligan
- In Defense of Animals
- Metro Animals Depot
- Spine Texas, LLC
- Ventex, Inc.
- Walker Engineering, Inc.

Referral contacts from these companies are available upon request.

## **Contact Information**

For more information, please contact  
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