

The Golden State Chapter Webinar Series

Members and Guests are Invited for a
1 Hour Webinar



Thursday, February 20, 2014
9:00 - 10:00 AM

Presented by:
Carla L. Martinez, Director
AGF Advisors

“HOW TO COMMUNICATE MORE EFFECTIVELY WITH HISPANIC-AMERICAN EMPLOYEES”

Hispanic-American employees have cultural differences which can hinder communication. By having a deeper understanding of the culture, you can communicate more effectively and have more productive and loyal employees. This seminar will help you structure your message to obtain your desired results without speaking the language! Seminar topics include:

- An overview of the Hispanic-American culture in the workplace
- Key points to use in your communications to help to build trust
- The basics to developing culturally-sensitive communications
- Best mediums to use for your communications
- Using body language to your advantage
- Examples of an effective bilingual communication campaign

Topic: TGSC webinar series

Date: Thursday, February 20, 2014

Time: 9:00 am, Pacific Standard Time (San Francisco, GMT-08:00)

Meeting Number: 622 582 756

Meeting Password: (This meeting does not require a password.)

To join the online meeting (Now from mobile devices!)

1. Go to <https://crystalclearconcepts.webex.com/crystalclearconcepts/j.php?ED=281762212&UID=1766228692&RT=MiM0>
2. If requested, enter your name and email address.
3. If a password is required, enter the meeting password: (This meeting does not require a password.)
4. Click “Join”.