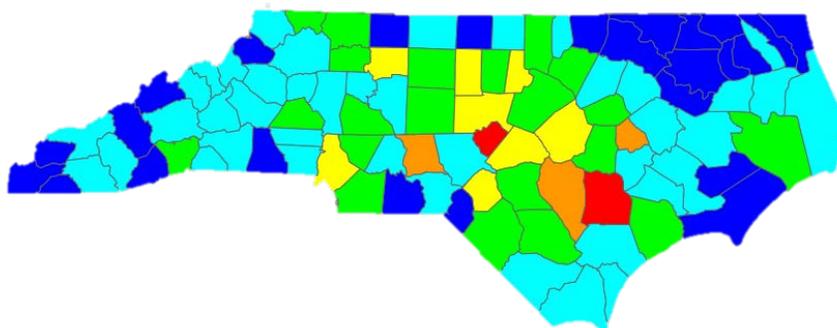
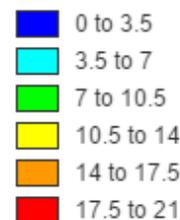


Latino Culture in North Carolina

Hispanic Population per County (%)

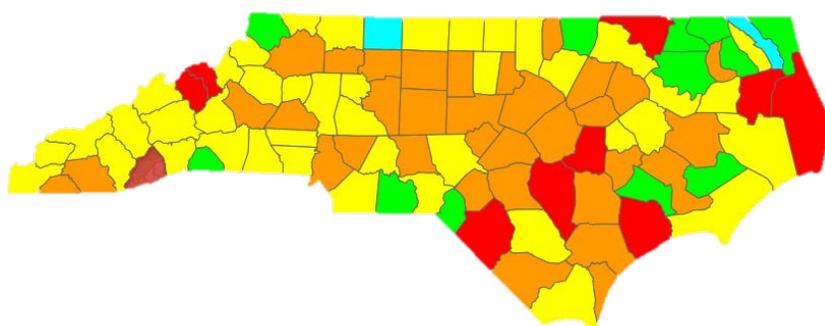


Percent Hispanic Population



*Source: Pew Research Center

Hispanic Live Birth Rates per 1,000 Population (%)



Live birth rate



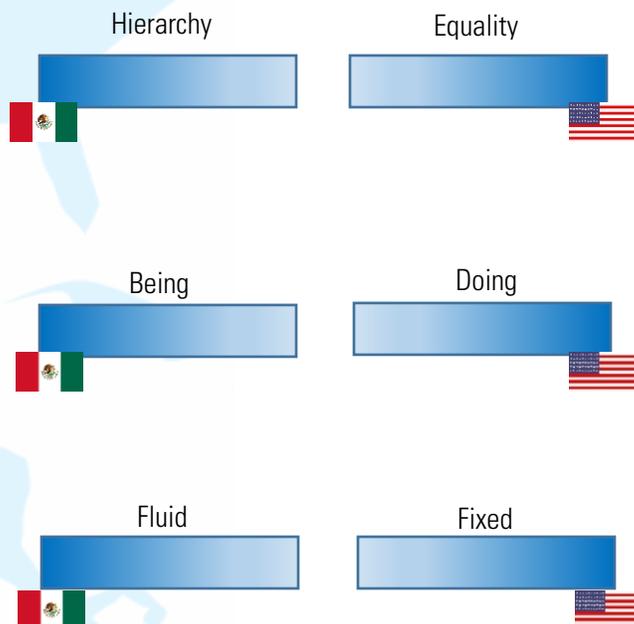
*Source: NC-DHHS State Center for Health Statistics

Cultural Orientations Examples

View of authority: Americans display an equality orientation. Many businesses have flat structures and little micromanaging. A hierarchy orientation, though, permeates most aspects of Mexican life.

View of relationships: Though business relationships are essential among US companies, they often are secondary to the task at hand. For Mexicans, relationships are paramount. It is essential that existing relationships be reinforced.

View of time: Americans tend to expect meetings to start and stop at the time specified for the meeting. Mexicans, however, display a fluid orientation. Although they do place importance on punctuality in some contexts, actions usually determine times.



*Source: Cultural Navigator: Cultural Orientation Indicators

Cultural Definitions

- **Familismo:** The importance of family relationships is valued more than individual pursuits. Family members are expected to fulfill their duties without payment. Family includes distant relatives.
- **Collectivism:** Social, familial, and group cohesion are more important than personal gain. Social interaction is encouraged over competition.
- **Fatalismo:** The belief that the individual can do little to alter his/her fate; apparent in the ability to accept uncertainty and things beyond their control. It can lead to an avoidance of treatment for chronic diseases, and less use of preventative screening.
- **Non-verbal communication:** Closeness and touching when engaged in conversation is appropriate. Latinos often embrace and kiss on the cheek when saying hello or goodbye.

Solving the Puzzle: Names in Latino Culture

- First name = given name
- Second name = Father's surname (family name)
- Last name = Mother's surname
- Women always keep their family name. Their married name is indicated after "de," but is optional.

What is the son's name?



Isabela Gonzalez
Lopez de Garcia

Jose Garcia
Rodriguez

Alberto ?

Alberto Garcia = Informal ✓

Alberto Garcia Gonzalez = Legal/Formal ✓

Alberto Gonzalez = Incorrect ✗

Want to Learn More?

A Taste of Culture: 60-90 minutes

- Identify the cultural challenges for your professional role
- Consider our own and others' cultural preferences and values
- Review 3-5 key cultural values in a professional context
- Apply lessons to complex cultural scenarios

Developing Cultural Acumen: 3-4 hours

- Take an individual cultural assessment
- Investigate your own cultural values and why certain contexts are more challenging
- Participate in cultural simulations and scenarios
- Tackle real-life cultural case studies to determine more successful strategies

Becoming Culturally Competent: 6+ hours

- Build upon your cultural acumen to develop intercultural skills
- Compare and contrast cultural, linguistic, or religious norms from around the world
- *Interact with natives from other cultures who can add cultural insights to the session (upon availability)*