

STRATEGIC PLANNING AND MARKET RESEARCH

ADVERTISING AND MARKETING

MEDIA PLANNING AND PLACEMENT

TRANSLATION/TRANSCREATION

PUBLIC RELATIONS

EVENT MARKETING

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# CULTURAL COMPETENCE



> **cul-ture** ('kul-cher) n. 1. The totality of socially transmitted behavior patterns, arts, beliefs, institutions and all other products of human work and thought. 2. The predominating attitudes and behavior that characterize the functioning of a group or organization.\*

**com-pe-tence** ('käm-pa-ten(t)s) n. 1. The state or quality of being adequately or well qualified; ability. A specific range of skill, knowledge, or ability.\*

> **Operationally defined, cultural competence is the assimilation of knowledge about individuals and groups of people into specific standards, policies, practices and attitudes used to increase the quality of services, thereby producing better outcomes.**

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# CULTURAL COMPETENCE

## Overview

**Cultural competency training, offered by Heinrich Hispanidad, works to strengthen your organization from within and enhance staff's understanding of the cultural nuances of the Hispanic community.**

**Our workshops are aimed at developing intercultural proficiency by focusing on the distinct cultural and language specifics of U.S. Hispanics, assuming that as your experience with cultural differences grows, your competency in intercultural relations increases in subtle, and sometimes surprising, ways. Understanding these nuances can assist in fostering greater cultural sensitivity.**

**The goals of cultural competency training are to:**

- **Increase awareness of differences;**
- **Increase valuing of and respect for differences;**
- **Develop skills for interacting with differences among people.**

## Opportunity

Given the current demographic trends and long-term forecasts, a big challenge faced by U.S. companies is how to provide linguistically appropriate and culturally sensitive services to the diverse populations that they serve. These companies have an opportunity to increase their staff's awareness of barriers to providing their respective products and services to the Hispanic population, and to improve the competency of customer contact personnel, thereby allowing services and information to be delivered in a culturally sensitive and linguistically appropriate manner.

As part of the organization's existing employee training program, it is critical to introduce a "Cultural Competency" component, targeting those individuals who are in a position to interact with Hispanic customers.

The outline for this training is as follows:

- Demographic Outlook
- Understanding Cultural Influences
- Acculturation vs. Assimilation
- Examining Consumer Profiles
- Media Consumption Habits

## Approach

- Develop learning resources and training materials for cultural competency training programs;
- Compile statistics and develop population profiles of targeted Hispanics;
- Provide information about community issues as well as cultural/linguistic barriers to providing services to immigrant and language-challenged populations.

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\* definitions provided by [www.dictionary.com](http://www.dictionary.com)

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