

Latin Ready Cultural Competency Model™



Latin2Latin
Marketing+Communications, LLC.



Does your Team Understand the Cultural Sensitivities & Nuances of Marketing or Serving your Latino Customer?

At L2L, our personal and professional DNA is fully Latino. We eat, breathe and live Latino, and that simple fact provides us with a critical perspective during a time of great transformation in our country. After having always lived on the periphery of American culture, Latinos today are at the very epicenter.

Our Latin Ready Cultural Competency Model™ is designed to provide you with the tools to better understand and communicate with your Latino customer. It demonstrates how to infuse and apply principles, content and themes related to cultural competency into every aspect of your business.

Latin Ready Cultural Competency Model™ components:

- Internal Comprehensive Assessment
 - Customized Questionnaires
 - Distribute, Collect and Analyze Results
 - Formulate / Establish Strengths / Areas of Growth
 - Evaluate Current Guidelines
- Validation
 - Focus Groups (employees/customer) as needed
 - Gather Insights / Observations
 - Identify Common Denominators
 - Guidelines / Recommendations
- Bridging the Cultural Gap
 - Customized Latin Ready Cultural Competency Workshops™ plus additional resources and toolboxes as needed.

[Interested in the Latin Ready Assessment™ Tool?](#)

Call Us Today
Latin2Latin Marketing + Communications LLC
333 N. New River Dr East, Suite 1200. Fort Lauderdale, FL 33301
(954) 376-4800

