



## **“You Don’t Have to Speak Spanish to Communicate With Your Spanish Speaking Workforce”**

**Are you clearly communicating with your Spanish-speaking employees or are there some barriers?** Workplace statistics show that Spanish-speaking employees are hardworking, loyal, intelligent, ready, willing and able. And unfortunately, they also have the highest fatality in the workplace.

According to census statistics, **Spanish-speaking workers totaled 38.3 million or about 13% of the total population of the United States in the year 2001-2002.** Today’s Latino worker makes up a big part of our nation’s workforce. Statistics show that in states like California, Florida, Texas, Illinois, Colorado and Kentucky Hispanic/ Latino workers make up greater than 50% of the workforce. Part of the communication problem shows that some of the primary reasons consist of the cultural gap, poor training and language barriers.

**This presentation will look at the issues,** challenges and tips and strategies for overcoming communication barriers while working with this ever increasing and valuable Spanish speaking workforce.

### **Here are some things, which you’ll learn:**

- The Importance in Learning About Your Spanish Speaking Workforce ( Latino)
- What Are Some of the Safety Problems With This Workforce?
- How Traditions, Values and Culture Create Communication Barriers
- Tips & Techniques to Communicate With Your Latino Workforce
- The Benefits of Working With a Spanish Speaking Workforce
- Tips & Strategies While Training Your Spanish Speaking Workforce
- How To Get Your Employees Involved
- Tips To Motivate Your Spanish speaking Employees

### **WHO SHOULD ATTEND?**

**This presentation is meant for anyone who works with, supervises or directs Spanish-speaking employees.** This includes Managers, Supervisors, Safety Directors, Safety Coordinators, Human Resource Specialists, Trainers, Risk Managers, Loss Control Representatives, Insurance Company Personnel and any others who are interested in making a positive difference while working with their Spanish Speaking employees.

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PAGE 1

**HECTOR M. ESCARCEGA CSP, ARM, MSIH**  
**BIOGRAPHICAL PROFILE**

Hector M. Escarcega, **CSP, CSL, ARM** is President of Bilingual **Solutions International/ Esteem Ahead Training & Seminars**. He is a Bilingual Human Resource trainer, consultant, and motivational speaker with over 28 years working as a Risk Management Safety Professional and / Human Resource Professional. Hector received his undergraduate degree in Public Administration/ Occupational Health & Safety from the University of Southern California and went on to obtain his Master's Degree from USC as well.

**He works with both the Private and Public sector as a Trainer, Consultant and Keynote speaker on topics relating to Productivity, Cultural Diversity, Sexual Harassment Risk Management, Workplace Safety, OSHA and, and other Human Resource related topics.**

Hector has also achieved the professional certifications/ designations as an "Associate in Risk Management" (**ARM**) through the Insurance Institute of America. Mr. Escarcega is also a "Certified Safety Professional" (**CSP**) and a "Certified Seminar Leader" (**CSL**). In addition, he is certified in facilitating and conducting effective seminars on Communication Skills, Team Building, Sexual Harassment, Cultural Diversity, Self-Esteem, Goal Setting and other life changing workshops.

In his assignments, Mr. Escarcega has provided effective presentations, expertise and consultation to the executive and operational management of some of the world's largest organizations such as, Honda, Seiko Instruments, San Francisco Opera, Turner Construction, Hollywood Bowl, Epson America, Avaya Communications, Mazda and Mitsubishi Motors to name a few. He also provides services in Canada, Mexico and South America.

Hector is a professional member and is active in many professional organizations such as the National Speakers Association (**NSA**), The Latin Business Association (**LBA**) Risk and Insurance Management Society (**RIMS**), American Industrial Hygiene Association (**AIHA**) and has served as President for the Los Angeles Chapter of the American Society of Safety Engineers (**ASSE**),

Mr. Escarcega is fluent in both **Spanish** and **English** and serves on the faculty for the OSHA Training Institute (**OSTI**) region IX San Diego, CA. He developed and translated several OSHA classes into Spanish and is the Chairman for all OSHA courses conducted in Spanish and one of the few Bilingual Safety OSHA trainers in the country. He presents OSHA courses in the areas of **Construction #500, General Industry #501, Fall Protection 311**, Confined Spaces and others. He also is Chairperson for ASSE's Common Interest group "**Safety Professionals and Latino Workforce**" whose purpose is to address safety issues with this fast growing ethnic group. Hector also serves on the faculty at the University of California at Los Angeles (UCLA) in the Labor/ Occupational Safety and Health Program in Hazardous Materials. Hector also enjoys **training in the areas of Team Building, Communication** along with keynote speeches on safety and personal growth topics. \*\*\*\*\*

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