

Leader, Best Selling Author, Speaker
Diversity Aficionada

Juana Bordas



About Juana Bordas

Juana Bordas emigrated to the U.S. from Nicaragua on a banana boat. The youngest daughter in a family of eight, she was the first to go to college. She learned leadership from her hard-working parents especially her mother, Maria, who cooked food and scrubbed floors in the school lunch room so Juana could get a scholarship to a Catholic school. "Their vision, determination, and sacrifice taught me the essence of Servant Leadership." Her early years would instill in her a desire to give back, to make a contribution, and to assist other Latinos/as find their place in society.

Upon graduating from college, she joined the Peace Corps and worked in the barrios of Santiago, Chile assisting women form work cooperatives so they could feed their children. Juana later received the Franklin Williams Award from the US Peace Corps for her life-long commitment to advancing communities of color.

Juana was a founder of Denver's Mi Casa Women's Center and served as executive director. Today, Mi Casa is recognized as a national model for women's empowerment. She was founding President of the National Hispana Leadership Institute (NHLI), the only program in America that prepares Latinas for national leadership. In 2001 she founded the Circle of Latina Leadership to prepare the next generation of leaders. To date, 165 young women have completed the program. For her extensive work with Latinas, she was commended by *Latina Style Magazine* for creating "a Nation of Latina Leaders."

Her book *Salsa, Soul, and Spirit: Leadership for a Multicultural Age* won the International Latino Book Award for best leadership book in 2008. Juana served as advisor to Harvard's Hispanic Journal on Public Policy, the Kellogg National Fellows Program, as board vice chair of the Greenleaf Center for Servant Leadership, and a trustee of the International Leadership Association. She received an honorary doctorate from Union Institute in 2009.

Juana was selected as a Wise Woman Award by the National Center for Women's Policy Studies and is in the Colorado Women's Hall of Fame. In 2009 the Denver Post and the Colorado Women's Foundation named her the Colorado Unique Woman of the Year. She is President of Mestiza Leadership International (MLI) -- a company that focuses on leadership, diversity, and organizational change. Her new book *The Power of Latino Leadership* was released in May 2013.

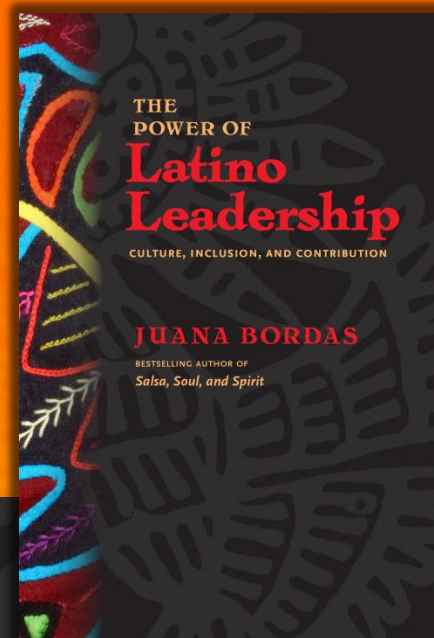


Juana as a young girl leaving Nicaragua with her mother Maria and her brothers and sisters



THE POWER OF LATINO LEADERSHIP

Juana Bordas



Featuring

Ten principles that have guided Latino leaders

Numerous examples of these principles in action and interviews with 9 accomplished Latino leaders

Written by a distinguished, much-honored Latina leader, this is the first comprehensive book on Latino leadership

There are over 50 million Latinos in the United States, the largest minority group in the country. Their numbers grew by 43% in the last decade, and it's estimated that by 2050 **one in three** of the US population will be Hispanic.

What does it take to lead a varied and vibrant people who hail from twenty-two different countries? And what can leaders of all cultures and ethnicities learn from how Latinos lead?

Based on her personal experience as a longtime Latina leader Juana Bordas takes us on a journey to the very heart and soul of Latino leadership. She offers ten principles that guide Latino leaders and features numerous examples of these principles in action.

Bordas begins with a concise history of the Latino people, from the Old World to the New, documenting how extraordinarily far Latinos have come, in every sense. Since Latino leadership ultimately stems more from who you are as a person than what official title you hold, Bordas first three principles describe personal characteristics and qualities that have traditionally prepared Latinos to lead their community. Culture is the soil from which Latino leadership grows, so her next two principles touch on common cultural values that unify this diverse people. And finally she brings it all together, offering five action-oriented principles that animate Latinos' inclusive, community-oriented, socially responsible, and life-affirming approach to leadership.

Bordas includes the voices and experiences of distinguished Latino leaders, vivid *dichos* (traditional sayings) that illustrate aspects of Latino culture, and even notes on how the Spanish language itself influences and reflects the Latino worldview. This unprecedented and wide-ranging book shows that Latino leadership is indeed powerful, distinctive, and has lessons that can inform leaders of every background.

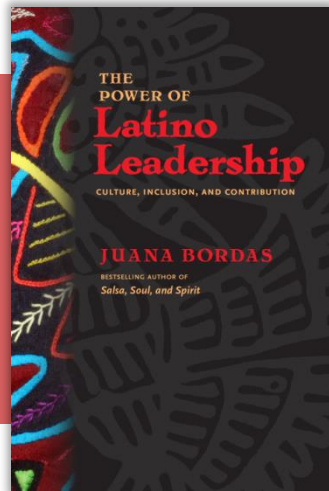
Juana Bordas is president of Mestiza Leadership International and vice president of the board of the Greenleaf Center for Servant Leadership. She was the founding president/CEO of the National Hispana Leadership Institute, a founder and former executive director of Mi Casa Women's Center in Denver, and a former faculty member of the Center for Creative Leadership.



PowerOfLatinoLeadership.com



Juana Bordas



New Book From
Award-winning Author
Juana Bordas



“Bordas has mentored a generation of young Hispanics throughout her distinguished career. (Here) she presents a compelling case for how the strength Hispanics bring to the table can infuse new life into our country's current and future leaders.”

Janet Murguia, President, National Council of La Raza



“Juana Bordas has written a handbook for making sense of the complex history, culture, and leadership styles of Latinos in America. The Power of Latino Leadership helps the reader decode the coming America and the changing workforce.”

Ray Suarez, Senior Correspondent for PBS News Hour and former host of NPR's Talk of the Nation



“Latinos are part of the fabric of America. Our culture and values are perfectly consistent with the American Dream that has made and continues to make the United States great. The Power of Latino Leadership explores a leadership model to maximize the role of Latinos in America's future growth and prosperity.”

Julián Castro, Mayor of San Antonio, TX

YouTube



[Sankofa: Learn from the Past](#)



[Juana at Harvard University](#)



[Our Multicultural Future](#)

Bordas contributes to a new edition of Peter Drucker's book, *The Five Most Important Questions: Enduring Wisdom for Today's Leaders*. In the section "What is our Plan?" Bordas did a retrospect on the launching of Mi Casa Resource Center in 1977 which is now Colorado's largest Hispanic serving organization. The book was on the New York Times Best Seller list.

Peter F. Drucker
Frances Hesselbein
Joan Snyder Kuhl

Peter Drucker's Five Most Important Questions

Enduring Wisdom
for Today's Leaders

WILEY

**FIVE MOST IMPORTANT QUESTIONS:
ENDURING WISDOM FOR TODAY'S LEADERS**

**"IN THE FACE OF
UNCERTAINTIES, PLANNING
DEFINES THE PARTICULAR
PLACE YOU WANT TO BE AND
HOW YOU INTEND TO GET
THERE. "**
-PETER DRUCKER

**"OFTEN MISTAKES ARE OUR
BIGGEST TEACHERS."**
-JUANA BORDAS

#THE5QS



COLORADO
DIVERSITY COUNCIL
A MULTICULTURAL RESOURCE PROMOTING EXCELLENCE



June 25, 2015
Denver, Colorado
8:00 AM - 10:00 AM

Most Powerful & Influential Women Awards Breakfast

Sponsored by:

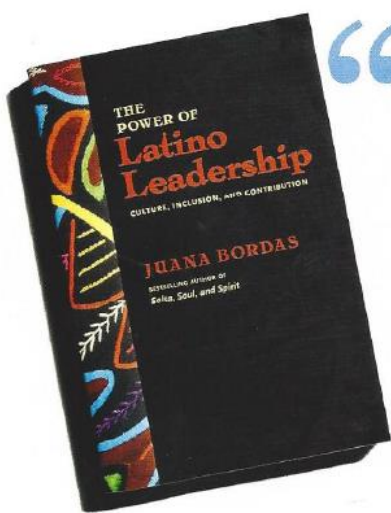


In June 2015, The Colorado Diversity Council named Juana Bordas one of Colorado's Most Powerful and Influential Women. Bordas was cited for her work with women, communities of color, and young Latinas. Additionally her award winning books that are preparing people for leadership in a diverse society.

In celebration of Hispanic Heritage Month

Nuestro Destino

Hispanic Executive is proud to present Juana Bordas and her widely celebrated new book, as well as congratulate her efforts in actualizing the power of Latino leadership



“M any people believe that the rising Latino influence is a recent phenomenon fueled by our exploding demographic. Most Latinos, however, understand that our advancement has taken centuries. Our roots go back to before the United States was a nation.

Today we are emerging with a strong identity, embracing our culture and language, gaining economic and political clout, and expanding our global connections. These gains have only been possible because of the vision, hard work, and relentless activism of our leaders. They have

built a legacy of inclusive community leadership based on our values and traditions.

Latino leadership has as its purpose to uplift our people and nation. It is leadership by the many, the people who have the power to change their lives for the better by working together.

The Power of Latino Leadership documents the leadership principles and practices that have forged Latino advancement. For young Latinos this knowledge is critical—*saber es poder*. To actualize our power and potential we must understand and build on the contributions of our leaders who have laid the foundation for our progress as a people.”

-Juana Bordas

WHAT LATINO LEADERS ARE SAYING ABOUT THE POWER OF LATINO LEADERSHIP

“To the joy of some and the panic of others, America grows more diverse by the day. Leaders want to understand and motivate those they lead but may feel intimidated by the complex history and culture of Latinos. Juana Bordas has written a handbook for making sense of it all. *The Power of Latino Leadership* helps the reader decode the coming America and the changing workforce.”

Ray Suarez,
Former Senior correspondent for *PBS NewsHour* and former host of NPR's *Talk of the Nation*

“Latinos are part of the fabric of America. Our culture and values are perfectly consistent with the American Dream that has made the United States great. *The Power of Latino Leadership* explores a leadership model to maximize contributions Latinos will make to America's future growth and prosperity.”

Julián Castro,
Mayor of San Antonio, TX

“Latinos have advanced because of the activist tradition of our leaders who organized people to address social injustice. As the Latino community comes into power, our future leaders can learn from *The Power of Latino Leadership*. ‘*Si, se puede*, Yes, we can,’ is a call to action. This book captures this spirit.”

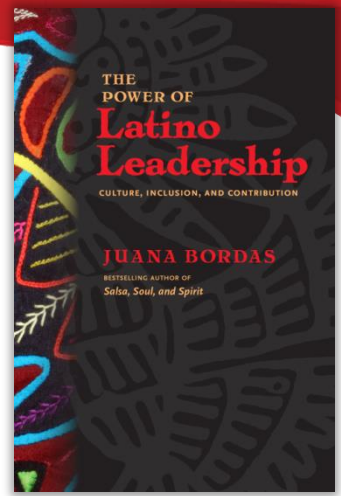
Dolores Huerta,
President, cofounder of the United Farm Workers, author of the slogan “*Si, se puede*”

“As one of the foremost experts on leadership in the Latino community, Juana Bordas has mentored generations of young Hispanics. In *The Power of Latino Leadership* she presents a compelling case for how the strengths Hispanics bring to the table (deep roots, strong values, and our multifaceted cultura) can infuse new life into leadership for all our country's current and future leaders.”

Janet Murguía,
President, National Council of La Raza

Hispanic Executive Magazine featured Juana's book *The Power of Latino Leadership* in their Winter issue commemorating Hispanic Heritage Month.

Additional Endorsements



“Juana Bordas is a highly credentialed champion of diversity in leadership and organizational change. Her new book, *The Power of Latino Leadership*, is a welcome reminder of Juana’s lifelong passion to support and empower young Hispanic leaders. To develop a deeper appreciation for the countless contributions the Latino community is making to America’s multicultural leadership journey, read this book!”

--**Ken Blanchard**, coauthor of *The One Minute Manager*® and *Great Leaders Grow*

“As the 2012 election illustrated, Latinos have become a decisive force in American politics. Bordas provides timely insight into Latino contributions to our nation’s future and why their influence will continue to increase.”

--**Arturo Vargas**, Executive Director, National Association of Latino Elected and Appointed Officials

“At Western Union, I have the opportunity to see leadership in many ways. The most impactful are the hard working, every day heroes that make a difference in their communities. Bordas celebrates this type of leadership in this inspiring book. *The Power of Latino Leadership* brings to life the contributions US Latinos are making to invigorate our communities, culture and economy.”

--**Hikmet Ersek**, President and CEO, Western Union - 2012 Responsible CEO of the Year by Corporate Responsibility Magazine

“It is now that Latino political and social strengths are being realized. This is attributed to leadership within the Latino community that has singularly focused on ensuring that our voices are heard and that we influence all sectors of American life. In *The Power of Latino Leadership*, Bordas offers a model for future leadership that draws on our strengths and leverages our enormous potential.”

--**Lisa Quiroz**, Senior VP and chief diversity officer - Time Warner Founding publisher of *People en Español*, the best-selling Hispanic magazine in the U.S.

“Whether just starting on their leadership journey or already a recognized leader, *The Power of Latino Leadership* is a must read for Latinos who want to integrate their history and culture into their future contributions.”

--**Carlos F. Orta**, president & CEO, HACR

“Latinos have advanced because of the activist tradition of our leaders who organized people to address social injustice. As the Latino community comes into power, our future leaders can learn from *The Power of Latino Leadership* as they create their own history. Just as the Dreamers are doing to gain the right for undocumented youth to win higher education, ‘Si Se Puede - Yes We Can’ is a call to action. This book captures this spirit.”

--**Dolores Huerta**, President, Co-Founder of the United Farm Workers, Author of the slogan “Si Se Puede”

“This book is a must for anyone who wants to know how leaders develop their practices within a community context. Bordas has pulled together illuminating examples with great lessons for anyone working to create an equitable and truly diverse society.”

--**Rinku Sen**, President of the Applied Research Center (ARC) & Publisher of *Colorlines.com* and author of *The Accidental American*

Featured in ColoradoBiz

attitude at altitude



Juana Bordas at the "Altar Girls" exhibit at Museo de las Americas in Denver

EXECUTIVE EDGE: JUANA BORDAS

Author implores others to embrace work, heritage

■ BY LYNN BRONIKOWSKI

Juana Bordas literally stepped off a banana boat when she arrived in the United States five decades ago.

She recalls vividly stepping off the ship from her native Nicaragua at the port in Tampa, Fla., with her mother, four brothers and sister following a voyage rocked by torrential rains and hurricanes.

"My father had arrived earlier to earn money to bring us here, and as an immigrant realizing the American dream he told us that day, 'You should always be thankful you are here,'" Bordas said.

She would later work her way through college at the University of Florida, march to integrate the school in 1963; found Denver's Mi Casa Women's Center in 1977; found the National Hispana Leadership Institute in 1987; start her own company, Denver-based Mestiza Leadership International; and recently publish a book, "Salsa, Soul, and Spirit: Leadership for a Multicultural Age."

Along the way she remained mindful of the lesson imparted by her father when she was a little girl — to be thankful yet stay attuned to her cultural roots.

Bordas' book, which intersperses profiles of black, Native American and Hispanic leaders with lessons toward creating a diverse workplace and developing multicultural leadership, has earned critical acclaim from Denver Mayor John Hickenlooper, former Mayor Federico Peña, Steven Covey, author of "The 7 Habits of Highly Effective People," and Ken Blanchard, author of "The One Minute Manager," to name a few.

"I grew up in Florida 20 years before the U.S. Census even recognized Latinos as a group in 1980; I never met another Latino student while in college," Bordas said. "But my mother, who worked in a lunchroom at a Catholic school to pay tuition, believed education was the key to the future for my generation of Latinos. I worked alongside her, and that's why I believe today it is my destiny to help Latinos develop and advance — because my parents instilled in me that you gain empowerment through work."

Bordas' passion also was fueled by John F. Kennedy, whom she heard speak at a rally in Tampa shortly before his assassination.

"He looked like a god and came with a message that you give back to your country," says Bordas, who soon after joined the Peace Corps.

She was assigned to Chile, where she helped set up production co-ops for weaving and cooking enterprises — what today would be called micro-enterprise lending programs that exist throughout Third World countries.

"It was the first time in my life that I saw Latino bankers, business people, mayors and other high-level leaders, including a Latino president of a country," Bordas said.

"I learned that a person can't be powerful until they accept who they are," Bordas said. "And now I'm hoping others embrace that as well." ☪

Featured in LatinLifeDenver.com

Book Preview:

The Power of Latino Leadership - Culture, Inclusion, and Contribution

By Juana Bordas

Latinos are diversity – a rich salsa of cultures, countries, and ethnic groups. Latinos come in many colors: white, brown, chocolate, or latte. They have origins in twenty-two countries. Latinos are a fusion people – mainly Spanish and the indigenous people of this hemisphere. With such a colorful array of fiesta loving, family-centered, hard-working, and tamale eating Latinos, one might wonder, what could possibly keep this sundry group together? What are the connecting points that give a shared identity to this diversity of people?

Much like the Jewish community, Latinos are an ethnic or cultural group. They are connected by the Spanish language, a shared history, a revered spiritual tradition, and common values. Values are fastening points – the nucleus – shaping a collective identity from the cultural smorgasbord of the delectable Latino familia. As Arturo Vargas President of the National Association of Latino Elected and Appointed Officials observes, “I’ve met Latinos all over the country and as diverse as Latinos are there’s a set of core of values we hold. It’s about family, and the face of their children, and the face of the future. There’s a level of optimism and a sense of community.”

Bienvenido to Hispanic Heritage

Hispanics were only declared an official group in the 1980 U.S.

census. Paradoxically, while the Census brought together the multiple categories of Hispanic people, Latino subgroups continue celebrating their distinct identities and nationalities. Respecting diversity and inclusiveness are core Latino values.

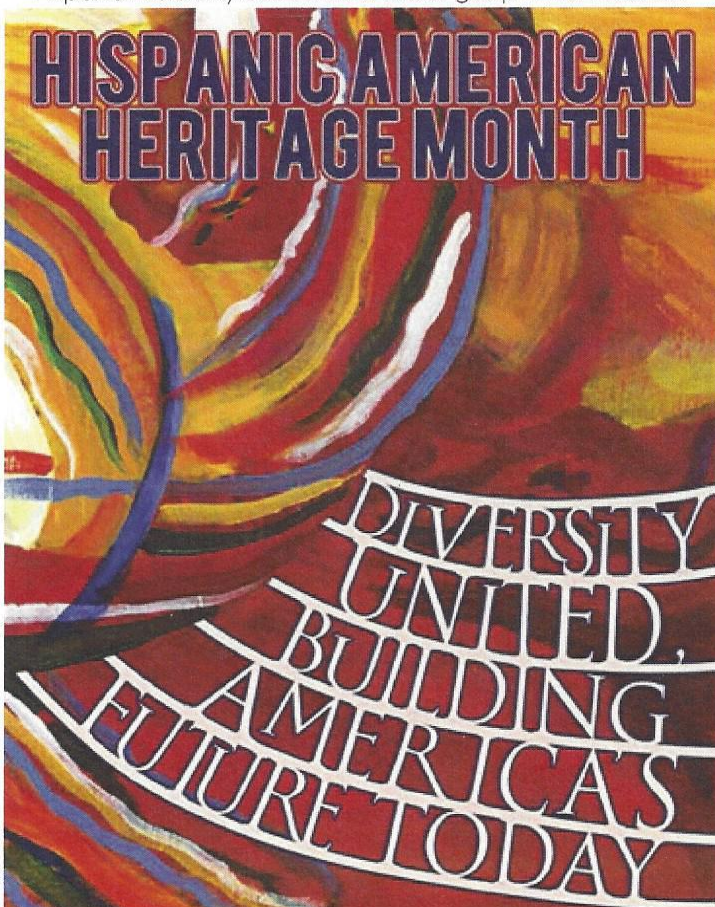
For instance, Hispanic Heritage Month starts September 15, because the independence day of Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua, Mexico, Chile, and Belize are this same week. Latino inclusiveness is also evident in the way they embrace many generations. Latinos venerate age and experience. At the same time, young people are the promise of tomorrow. This is even more imperative today – the 2010 U.S. Census indicated that 22 percent of children under eighteen are Hispanic.

Latino inclusiveness can be found in their *bienvenido* (welcoming) spirit which reflects their hospitality, generosity, and receptivity to differences. Because of this Latinos hold the promise of a new America – one with inclusiveness and diversity at its core. Today as we seek to heal a divided nation – as we struggle to find the common ground that unites us – Latinos invite people to look to the cultural, spiritual, and historical bonds that hold us together. Their *bienvenido* spirit summons people to work together to build America’s Future today and to ensure prosperity and the common welfare for future generations!

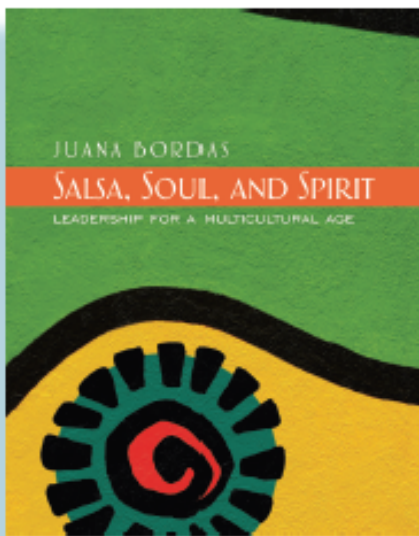
Look for the first comprehensive book on Latino Leadership which includes 10 principles from this dynamic and diverse community.

The Power of Latino Leadership – Culture, Inclusion, and Contribution by Juana Bordas will be published by Berrett-Koehler in April 2013.

Juana Bordas emigrated to the U.S. from Nicaragua on a banana boat. The youngest daughter in a family of eight, she was the first to go to college. She learned leadership from her hard-working parents especially her mother, Maria, who cooked food and scrubbed floors in the school lunch room so Juana could get a scholarship to a Catholic school. “Their vision, determination, and sacrifice taught me the essence of Servant Leadership.” Her early years would instill in her a desire to give back, to make a contribution, and to assist other Latinos find their place in society.



New book from Berrett-Koehler Publishers



Publication date: May 2007
\$17.95, paperback, 200 pages
ISBN 978-1-57675-432-0
(or 1-57675-432-4)
Item #94320-743

Juana Bordas is President of Mestiza Leadership International, serves on the board of the Greenleaf Center for Servant Leadership and the International Leadership Association. She was a faculty member of the Center for Creative Leadership and the founding president and CEO of the National Hispana Leadership Institute.

She was initiated into the Colorado Women's Hall of Fame and received the Franklin Miller Award from the US Peace Corps for her lifelong commitment to advance communities of color. In 2006, Juana received the Leadership Legacy award from Spellman College's Center for Leadership and Civic Engagement.

Juana Bordas

Salsa, Soul, and Spirit

Leadership for a Multicultural Age

- Identifies eight core leadership principles common to Latino, African-American, and American Indian cultures
- Demonstrates how incorporating these principles into mainstream leadership practice will create a more effective and inclusive style of leadership
- Combines personal reflections, interviews with community leaders, historical background and contemporary case examples

"What a remarkable contribution *Salsa, Soul, and Spirit* makes to leaders in all three sectors as they work to provide rich diversity, powerful inclusion, and equal access within the organization and in society beyond the walls."

—Frances Hesselbein, Chairman, Leader to Leader Institute

Tapping the potential of the changing workforce, consumer base and citizenry requires a leadership approach that resonates with our country's growing diversity. In *Salsa, Soul, and Spirit*, Juana Bordas shows how incorporating Latino, African-American, and American Indian approaches to leadership into the mainstream has the potential to strengthen leadership practice and inspire today's ethnically rich workforce.

Bordas identifies eight core leadership principles common to all three cultures, principles deeply rooted in each culture's values and developed under the most trying conditions. Using a lively blend of personal reflections, interviews with leaders from each community, historical background, and insightful analysis, she shows how these principles developed and illustrates the creative ways they've been put into practice in these communities, as well as in some forward-looking companies. Bordas brings these principles together into a multicultural leadership model that offers a more flexible and inclusive way to lead and a new vision of the role of the leader in the organization.

Multicultural leadership resonates with many cultures and encourages diverse people to actively engage, contribute and tap their potential. In a globalized economy, success for leaders in the future will rest on their ability to shift to a multicultural approach. *Salsa, Soul, and Spirit* provides conceptual and practical guidelines for beginning that process.



Available from your favorite bookseller or order from Amazon.com, Powells.com, or directly from **Berrett-Koehler** **1-800-929-2929** or www.bkconnection.com
email bkp.orders@aidcvt.com, fax (802) 864-7626
or mail to Berrett-Koehler Publishers, PO Box 565, Williston, VT 05495

For videos featuring Juana Bordas speaking, visit:
<http://www.youtube.com/channel/juanabordas1>



For more information on *The Power of Latino Leadership*, visit:
<http://www.ThePowerOfLatinoLeadership.com>

For more information on articles, news, and events, visit:
<http://www.MestizaLeadership.com>

Check out Juana Bordas' new site: JuanaBordas.com

For Media Inquiries Please Contact:

Juana Bordas
JuanaBordas@gmail.com
303.320.5644

Now Booking
Media Appearances
SEPT 15 – OCT 15
for Hispanic Heritage
Month

Click to access Juana Bordas' social media pages:



Click the images below to download high resolution copies,
or please send request to: MestizaLead@gmail.com

