Be bold:
Empowering the future Hispanic American and Latinx digital workforce

Creating a sense of urgency to maximize skills across diverse cultures

An Accenture Research whitepaper
“Our representation matters, our innovation is critical, our creativity is enlightening...”

- Nellie Borrero, Managing Director, Accenture

**Executive Summary**

Culture shapes our vision, and opportunity helps reshape culture. In a business world that increasingly embraces diversity, inclusion, and innovation, organizations can no longer rely on a one-size-fits-all approach to hiring, training, and career development.

A recent survey by Accenture Research of more than 1,200 Hispanic American and Latinx professionals revealed significant opportunities for job and career growth in emerging technologies with a focus on developing digital skills.
What are Digital Skills?

- Digital Collaboration Tools
- Cloud and Cloud Native Computing
- Blockchain
- Data/Statistical Analysis
- Automation & Robotics
- Enterprise Platforms
- Software & Application Testing
- Extended Reality (Augmented, Virtual, or Mixed Reality)
- Data Science & Data Modeling
- Software Engineering
- Dev Ops & Dev Sec Ops
- Information Technology
- Artificial Intelligence
- Internet of Things
- Cybersecurity
- Digital Marketing
- 5G and Edge Computing
- User Experience
- Marketing Research & Strategy
- Web Development
- Agile Coaching

Hispanic workers with better access to skilling and few barriers experience up to $4,705 (on average) higher reported household income.¹

Source: Accenture Research
Accenture Research, in partnership with the Hispanic Technology Executive Council (HITEC), suggests organizational leadership, including chief executive officers, should be courageous in pursuit of Hispanic American and Latinx talent.

“Be bold. Insist on change,” said Borrero. “To me, it means... I’m going to choose to take action to solve the problem and bring others with me. That’s boldness.”

“If we are not focused on closing the gap of our Latinx community in the area of emerging technology, we will continue to be left behind.”

- Nellie Borrero, Managing Director, Accenture
Opportunity

According to the World Economic Forum’s *Future of Jobs 2020* report, future job opportunities enabled by the digital revolution will create 97 million new jobs by 2025.²

97 million new jobs

While it’s incumbent upon the individual talent to take the primary initiative for career success, Borrero encourages organizational leadership to be open when recruiting and developing Hispanic American and Latinx talent as an acknowledgment of the community’s impact as an economic force.

“Have an aspirational goal and make it public,” she said. “Be transparent about the representation you currently have in your organization, and how you’d like to develop talent. Let your employees know, and let the market know... Hold yourselves accountable for achieving those goals.”

Accountability creates a sense of urgency that benefits all – promises made, promises kept – and dedication to the cause becomes infectious, said Borrero.
Complication

Confidence, courage and communication

Confidence is essential but should not be taken for granted as a marketable career asset. According to Pew Research, only 35% of Hispanic Americans see themselves as able to have achievements in Science, Technology, Engineering, and Math (STEM).

Despite a growing local and national emphasis on STEM-focused education in schools, individuals must embrace the belief that they can do this, and that career pathways exist for individuals and entire communities to benefit from jobs and lucrative careers, particularly in emerging technologies.

Hispanic Americans and Latinx individuals, who will soon make up more than 20% of the U.S. workforce, are ready for opportunities in emerging technologies, and careers in these areas are more plentiful than many imagine. Encouraging and maximizing skills in any of the STEM areas can help strengthen a diverse workforce and deliver positive business results.
Guillermo Diaz, Jr., chairman at HITEC, believes Hispanic American and Latinx talent are primed to succeed in technology fields – they have the innovative spirit and creativity – but they must muster the courage to achieve their goals.

“Is there something cultural that tends to keep us back – the confidence levels, the courage and communication?” Diaz said. “I often get asked, ‘How did you make it into the C-level at a Fortune 50 company?’ And my response is, ‘I asked!’”

Hispanic American and Latinx talent need to gain the necessary skills to succeed, but they must also break out of the cultural norms that may be keeping them from climbing the corporate ladder.

40% of core skills will change by 2025 and 50% of workers will need re-skilling.5

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Embracing an entrepreneurial mindset

Yesenia Reyes, managing director at Accenture, said the Hispanic mindset can be very literal – “do what you are told.” Breaking free from that mindset, she said, will allow Hispanic American and Latinx professionals to flourish.

“It’s one thing to be told to be entrepreneurial, it’s another to have the support needed to take that risk. We are not going to be risk-takers if our job depends on it.”

- Yesenia Reyes, Accenture
“We have to be overt about the need to be entrepreneurial, to be risk-takers,” Reyes said.

HITEC’s Diaz points to recent research that highlights the huge adoption of digital streaming services among Hispanic American and Latinx homes as proof of the interest and attention to technology being paid by a growing segment of the American economy.

“We are comfortable with technology,” said Diaz. “Nielsen reports 78% of Hispanic households in the United States have at least one video streaming service. We are the consumers. We play the video games. There’s no reason why we can’t lead in the development of emerging technologies.” (Source: Nielsen, 2020).6

Areas like problem-solving, communication, self-management and leadership scored high in a survey of attributes shared by Hispanic American and Latinx professionals, and the development of skills in those areas can only strengthen careers.

“There is no job that stays static anymore,” said Reyes. “Structurally, we need to reinforce the expectation of skill-building as the norm in career management today.”
Representation matters

Despite fluctuations in the U.S. and world economies, as Hispanic American and Latinx talent graduate from universities or change career paths regardless of age, there is ample opportunity to find significant, well-paying careers in emerging technologies.

Borrero, who has been with Accenture for more than three decades, said leadership has long recognized the need to cultivate Hispanic American and Latinx talent, but not every effort has been successful. Corporate America, with all of its efforts, has learned a lot throughout the course of this journey.

“We need a mindset that is extremely creative and focused to be able to come into an organization and feel welcomed and empowered to deliver the greatness that this community can deliver.”
How will you embrace and encourage the development of Hispanic American and Latinx talent in your organization?
References

1. Average differences in reported Household Income were used to calculate income differences across study variables. (Source: Accenture Research)


3. Pew Research


6. Reaching Hispanics: Streaming Video and Audio Opportunities Rise Amid the Pandemic - Marketing Charts (Source: Nielsen, 2020)
About the Research

Accenture Research surveyed 26,000 workers and 1,023 CXOs between November 2021 and February 2022. Data was collected in 11 countries within four regions: North America, Europe, Asia Pacific, Latin America. The study includes responses from both employed and recently unemployed workers from 15 industries which include: Banking/Capital Markets, Healthcare, Leisure and Hospitality, Media and Entertainment, Professional and Business Services, Retail, Transportation, Public Service, Aerospace & Defense, Chemical, Industrial, Energy, Insurance, Natural Resources, and Life Sciences.

For the purposes of this report, we focused on a sample of 1,281 U.S.-based Latinx/Hispanic American and 210 U.S.-based CXOs.

About Accenture Research

Accenture Research creates thought leadership about the most pressing business issues organizations face. Combining innovative research techniques, such as data science led analysis, with a deep understanding of industry and technology, our team of 300 researchers in 20 countries publish hundreds of reports, articles and points of view every year. Our thought-provoking research developed with world leading organizations helps our clients embrace change, create value, and deliver on the power of technology and human ingenuity.

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