

Exercise #2 From Communication to Action

In this group exercise you will create a feedback process among co-workers and management in your library environment.

How can library staff break up and shake up the solid, old roots of fear, apathy, and misunderstanding so that true personal and professional growth can occur? The key to action is communication. You need to add some “jalapeños” to your organization, stir the pot, and generate excitement so people get involved!

How can you create awareness about the benefits of marketing to Latinos in your workplace?
(inform what and why)

What works the best?	
What works the least?	
What actions do you suggest?	
How are you going to communicate?	
How frequently would you do it?	

How can you encourage understanding of Latino customers and culture among your co-workers? (allow venting / deal with fear) (listen and clarify)

What works the best?	
What works the least?	
What actions do you suggest?	
How are you going to communicate?	
How frequently would you do it?	

OVER

How can you encourage commitment from management and colleagues to increase services to Latinos? (provide learning of new competencies)

What works the best?	
What works the least?	
What actions do you suggest?	
How are you going to communicate?	
How frequently would you do it?	

How would you encourage action to serve Latino customers? (encourage action with retribution and recognition)

What works the best?	
What works the least?	
What actions do you suggest?	
How are you going to communicate?	
How frequently would you do it?	