

MIGUEL JOEY AVILÉS



2022

Hispanic Heritage Month



Miguel Joey Avilés

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Catch the latest episodes of the first season of the Inclusive HEROES Podcast at Amazon Music, Spotify, Apple Podcasts, and YouTube.



About Miguel “Joey” Avilés



Recognized as a 2022 LinkedIn’s Racial Equity Top Voice, 2021 Top 15 Champion of Diversity by Diversity Global Magazine, as a Top 100 Executive Leader by Diversity MBA Magazine, and featured as an Inclusion Innovator by the Society of Human Resources Management (SHRM).

Miguel is the Founder and Chief Belonging Officer of MJA & CO, LLC, a Minority-owned consulting firm helping leaders leverage Diversity, Equity & Inclusion as a catalyst to increase engagement, innovation, and retention.

Miguel served as the first civilian Chief of Diversity and Inclusion in the history of the US Coast Guard. He is a DEI Thought Leader with over 15 years of experience serving clients like Dell Technologies, Ferrara, University of Phoenix, Highmark Health, Peace Corps, FDIC, FDA, NIH, Department of Defense, Department of Interior, Department of Homeland Security, and other organizations. Miguel is a TEDx speaker, and has been featured at the Washington Post, the Chicago Tribune, Telemundo, the Change Management Conference, the Human Capital Institute, the SHRM Talent Management and D&I Conferences.

Miguel is a graduate of the Yale School of Management Fostering Inclusion and Diversity Certificate and is a certified Professional Diversity Coach by the Coach Diversity Institute. He has a bachelor’s degree in business administration from the University of Puerto Rico in Mayaguez. For over a decade he held several leadership positions in 3 major Federal Departments; DOI’s Division Chief of the Office of Recruitment and Retention Programs; DOD’s Deputy Program Manager of the Executive Leadership Development Program, the Defense Civilian Emerging Leaders Program, and the Managerial and Supervisory Training Program. He started his federal career as a Diversity Recruiter intern in Mayaguez, PR and served as an HR Specialist in the DOD’s Recruitment Assistance Division. Miguel is the former President of Young Government Leaders, a 12,000+ member national Affinity Group.

To access full details about MJA’s background visit: www.migueljoeyaviles.com/about





Featured



NON-PROFIT SECTOR



GOVERNMENT



MEDIA



WINNER OF 12 PULITZER PRIZES
The Washington Post





Top 3 Reasons to Book Miguel

HDB

Before, during and after the event Miguel masterfully crafts an experience with the right balance of HDB – Heart, Data, and Behavior-Driven strategies to propel organizational systemic change. A masterful storyteller that captivates executives, managers, and members at all levels in the organization.

RLE

Miguel uses his years of RLE – Real-Life Experiences as a D&I executive to design experiential learning that is actionable, repeatable and above all customized to your needs, industry, and audience. His learning experiences have a powerful combination of inspiration, stunning presentations, on-time interaction, videos, music, research-based, and a real-life-changing message.

IE

Not a boring second. Whether Miguel is sharing results from the latest research studies, a relevant story, a principle or a method, the audience experiences what we call IE – Inspirational Energy. Using a multi-media fully sensorial approach comprised of videos, music, meaningful graphics, group discussion, reflection, case studies, real-life scenarios, detailed checklists - Miguel creates learning that is experiential, lasting, and impactful.



Approach

Whether is virtual or live, Miguel creates keynotes and workshops that produce business results and personal change. Each training showcases the perfect combination of business acumen, inspiration, customization, and practical methods people can apply immediately. Miguel brings real-life experience, research, powerful storytelling, and a refreshing and entertaining style that equip teams to operate during crisis and disruption. We have one goal, to design lasting moments of insight.

Miguel personally executes the 3 Ds to create effective learning experiences.

DESIGN

During this process, prospective clients complete a keynote intake form with key questions about the event. Then Miguel schedules a conference call to kick off the experiential program customization process. Some of the discussion topics are the following: Event objectives, what success looks like, industry, audience, current challenges, and overall logistical details.

DELIVERY

Miguel schedules a pre-delivery conference call to cover the latest event details. All programs are delivered using a state-of-the-art studio and equipment. For live programs, Miguel attends a tech-rehearsal prior to the event. When the event day arrives Miguel delivers an impactful, inspirational, energetic, insightful, and highly customized learning experience. The audience receives tools and takeaways that can be implemented immediately.

IE

After the event, Miguel ensures the audience have a pdf version of the presentation along with the exclusive perks of your investment package (executive coaching, articles, videos, follow-up workshops, etc.). The last step in the process is to schedule a debrief call to discuss event evaluations and next steps.



Testimonials



"Your session's average rating was 4.8 – the highest of the program!"

Jennifer Holmes
Program Manager, IPMI
Corporate Wellness Institute

"OMG, Miguel was absolutely amazing and worth the investment of admission alone."
SHRM Talent 2022

"Wow, powerful speaker, authentic, and gave very helpful materials to use"
SHRM Talent 2022

"Miguel did GREAT he was by far my favorite guest speaker today. Very motivating and comfortable talking about a sensitive topic. My level of understanding on Diversity has skyrocketed."
SHRM Talent 2022



"Miguel is a fantastic speaker and has such an inspirational story to share. His presentation was by far my favorite of the sessions I attended, and I look forward to implementing some of the concepts he discussed."
SHRM Talent 2022

"It was really engaging and thought provoking. Not boring at all! I expected to just have it on in the background while I worked, but I found myself interested in the subject matter and invested in the conversation."
CourseHero

"Be prepared to cry, laugh, and enjoy an informative (with real data), interactive and energetic webinar. He can really shake up the work week for you, in a good way."
Brivo

Based on the global NPS standards, 50 is excellent while 70 and above is considered "world class"

For a comprehensive list of testimonials, survey results and videos, please visit:
www.migueljoeyaviles.com/proof



Keynotes

The 2022 Hispanic Heritage Month (HHM) promises to be the highlight of the year. Each one of the learning experiences included in this year's HHM Keynote Collection brings a unique combination to help your organization celebrate the Hispanic Heritage.

MJA & CO offers customized keynotes, workshops, train-the-trainer, and on-demand virtual session that will help you build a more inclusive and equitable culture in your team, organization, and community.

The following keynote descriptions can be customized to address your specific needs. The National Council of Hispanic Employment Program Managers have selected "Unidos: Inclusivity for a Stronger Nation" as the theme for the 2022 HHM.

Keynote Descriptions:

Connecting the World: How to Employ, Engage and Elevate Hispanic Talent

For over 15 years Miguel has been leading Hispanic Heritage Month Celebrations. The purpose of this session is to celebrate our Hispanic Associates, increase awareness about the Hispanic Culture, and gain more allies towards the advancement of Hispanics in the workplace. We will explore the fundamental differences and similarities of this culture and provide some tips on how to make Hispanic employees feel engaged and valued. The speaker will involve the audience in dynamic exercises such as the Myth or Truth trivia game, where we will debunk some misconceptions about the Hispanic culture. We will also answer questions like: What does it mean to be a Hispanic in the United States? What are the biggest challenges they face? And what can you do to pave the way to their advancement in the workplace? This session will portray the latest statistics, myths and facts, case studies, metrics, proven strategies, and important aspects of the Hispanic community.

Learning Objectives:

1. Learn the A, B and C to successfully recruit and retain the Latinx/Hispanic Workforce with a focus in Gen Z and the tech industry.
2. Discover the latest research-based approaches to build an inclusive community in virtual
3. environments.
4. Debunk myths and acquire facts about the Hispanic community

Hispanics in Tech: A Celebration of Hispanic Heritage and Hope

Celebrating Brilliance. Celebrating greatness. Celebrating our Cultura. Resilience is the lifestyle of the Hispanic community. This keynote serves as a belonging manifesto for your Latinx members and their allies. Miguel will take the audience in a journey to show how the Hispanic community has historically led through the power of HOPE. The audience will walk away with the ability to dissect the meaning of Hope through the lenses of the Hispanic community, learn



how to embrace DEI to achieve lasting progress in any mission area, and receive tools to advance an organizational culture rooted in equity, belonging, diversity and inclusion.

Learning Objectives:

1. Learn how to become an ally of the Hispanic Community
2. Understand key historical events that influenced the Hispanic community universal values
3. Access principles, tools, and resources to lead DEI efforts at the personal, team and organizational levels

Building a Future for Hispanics in Tech: Creating Cultures of Inclusion, Equity, and Belonging

Miguel shares 6 transformational principles that will inspire and equip participants to join the journey to address systemic barriers. As the nation undergoes dramatic demographic change, leaders still struggle to understand how to reach the goal of increasing inclusion and belonging in the workplace. So how can we, from any level, facilitate an inclusive workplace culture that allows everyone to thrive? How do we create our way into transformative inclusion and belonging for all? The speaker is a Hispanic Millennial featured at TEDx, Telemundo and the Washington Post. He is the former Chief of Diversity and Inclusion of an 80,000 people organization. This session will identify specific steps and actions you can take to create a workplace culture that values uniqueness, diverse experiences, backgrounds and thinking. You will learn specific steps that can help you facilitate the right workplace interventions to drive engagement, increase performance and create a culture of belonging. Through captivating stories and thought-provoking exercises, this session will provide you with the tools needed to facilitate the right workplace interventions to increase employee engagement and performance amid chaos.

Learning Objectives:

1. Apply specific steps and actions to create a workplace culture that allows everyone to thrive.
2. Facilitate the right workplace interventions to increase employee engagement and performance
3. Analyze how one's identity shapes his or her views, values, and perception in the workplace.
4. Examine the value of providing a safe environment for everybody in your organization.
5. Learn to anticipate employee needs, concerns, and objections.
6. Obtain coaching and influencing techniques to increase inclusion
7. Experiment with behaviors that enhance the use of oneself as an agent of change



Are you fluent in Latinx Gen Z? Strategies to Go From Great Resignation to Great Recruitment

From Bad Bunny to Tik Tok, to terms like WOKE, G.O.A.T. and IYKYK (if you know you know), this session will portray the latest statistics, myths and facts and proven strategies on how to recruit and retain Latinx Gen Zers.

Covid-19 didn't just threaten employee mental and physical wellbeing, it forever disrupted operations by the wave of employee turnover dubbed as the Great Resignation. As leaders deal with surprising disruptions, the great resignation can become the great recruitment. Latinx Gen-Zers can be your solution. Gen Z is the most diverse generation to date, but did you know that 1 in 4 are Latinx? Whether your company is big or small, Latinx Gen Zers will play a vital role in your success. What strategies can your organization implement to recruit, and retain Latinx Gen-Zers? Your company can't rely on traditional tactics to recruit and keep these team members engaged. This session will provide a road map for short- and long-term recruitment and retention success.

Leaders as Inclusive HEROES: Raise Awareness, Cultivate Courage, Achieve Transformation

The convergence of events during the last two years have been shocking: A global pandemic where, the workforce, workplace and work have been forever disrupted, where the ZIP code where you grow up and live can determine your opportunities, where the significant evidence of racial inequity continues to grow. Something's not working, is it. In times of unimaginable events, organizations must strive to achieve real systemic change. To do so, we need to empower Inclusive HEROES to ACT - Awareness, Courage, and Transformation. This session will answer: How can leaders raise awareness to jumpstart a personal journey to understand and apply diversity, equity, and inclusion key concepts? All DEI progress starts but not ends by raising awareness. How can teams cultivate courage to nurture teams that are empowered to embrace an active role in achieving racial equity, challenge status quo, and identify unconscious bias. What actions can help organizations achieve transformation by enhancing organizational systems using an equity-minded approach. The Inclusive HEROES session equips participants with tools to take action to nurture a culture of engagement, belonging and high performance.

The Culturally Intelligent Leader: How to Use Persuasion and Influence Across Generations, Cultures and Differences

Participants will gain the skills to embrace cultural intelligence, persuasion, and influence to achieve inclusion and belonging.

Soft but significant. A new kind of leadership is needed to lead during times of uncertainty. COVID-19, race relations unrest, the great resignation – In times of uncertainty persuasion and influence are the new currency. Cultural intelligence may be a soft skill, but a must to remain relevant in 2022 and beyond. The speaker started his career as an HR Specialist and became the first Chief of D&I at the US Coast Guard. In a fresh and entertaining style, Miguel shares 3 key principles that will equip HR leaders to embrace cultural intelligence to persuade and influence



key talent. Participants will gain a 3-step framework to facilitate a culture that allows everyone to thrive. Through captivating stories and thought-provoking exercises, the speaker will share how to master the basics of influence and persuasion to increase diversity. This session will provide specific steps and actions you can take to gain support from others, nurture collaboration, and identify and address bias in the talent management process. Data, stories, and inclusive behaviors will take the center stage to help leaders step into the dynamic and demanding situations today and in the future.



<https://www.youtube.com/watch?v=ovwoBcjI9nQ>



Investment Options

Every organization has unique needs. To further discuss these investment options please schedule a meeting with Miguel to go over all details here: [Let's Work Together – MJA Keynote Request](#)



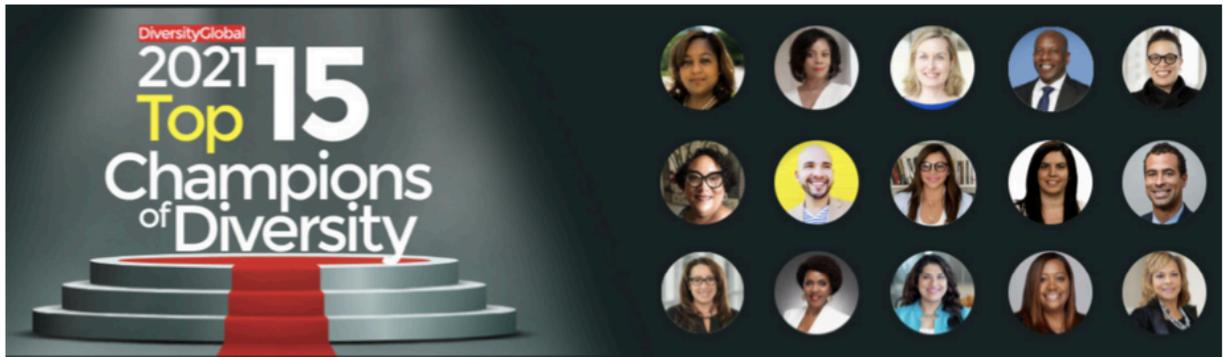
Diamond

Keynote Speaker Package

- 1 customized virtual Keynote session (45-60 minutes)
- Video to promote the keynote session
- Permission to record the session and post on internal websites (up to a year)
- 5 pre-program informal interviews with key stakeholders
- Digital workbook to accompany the keynote with relevant exercises, space to take notes and highlighted key content
- Exclusive website with access to a presentation PDF, assessments, and other DEI resources

\$ 8,500*

*Travel expenses are not included in the investment option fees.



**MIGUEL JOEY AVILES RECOGNIZED
AS A 2021 TOP 15 CHAMPIONS OF DIVERSITY
MAKE GLOBAL DE&I A REALITY**

There is change, and lasting change. There is purpose, and a higher purpose. There is a seat at the table, and there is a meaningful seat at the table. The 2021 Top 15 Champions of Diversity apply words like “meaningful and lasting” to everything they do. The Champions are people who do not settle for anything less than broad change, because this is what it takes to create an equitable and just society. They are not just striving to create a diverse workforce. They are visionaries who believe diversity, equity, and inclusion (DE&I) are core values that should be embraced by all – employees, community members, business partners, and businesses.



Featured

I'M SPEAKING INCLUSION2022

SAN DIEGO, CA & VIRTUAL | OCT 24 - 26

#SHRMINCLUSION



**CAUSE
THE EFFECT**
SHRM22

MIGUEL JOEY AVILÉS
PRESENTS THE

MEGA SESSION:

GOING ABOVE & BEYOND:
INSIGHTS FROM CHRO'S ON
HOW TO BREAK BARRIERS,
OVERCOME CRISIS &
INCREASE PROFITS

From Bad Bunny to Tik Tok

ARE YOU FLUENT IN LATINX GEN Z?

STRATEGIES TO GO FROM GREAT RESIGNATION
TO GREAT RECRUITMENT

**CAUSE
THE EFFECT**
SHRM22





HR OF TOMORROW

The HR of Tomorrow Conference, Europe 2022, is the 5th edition of a successful series of events in which high profile HR experts and decision-makers from Europe come to share their expertise and meet their peers. The participants include CHROs, VPs of HR, CXOs, Head of HR, and Directors from top global companies along with SMEs and hyper-growth startups.

Our Impressive Lineup of Speakers

Sandrine Bossard
Chief People Officer - Europe HR
b.

Andrea Illes
Head of People Operations Europe
NOKIA

Miguel Joey Aviles
Chief Belonging Officer of MJA & CO, a Minority-owned consulting firm helping leaders leverage DEI as a catalyst to improve recruitment, engagement, and retention. Recognized as a Top 15 Champion of Diversity by Diversity Global Magazine, a...
MJA & CO

Sandro Krug
Head Human Resources - CSL Behring
CSL Behring

Eleanor Cavanagh-Lomas
Chief HR Officer - CISCO
CISCO

Paris, France (Virtual)

KEYNOTE PRESENTER

Miguel Joey Avilés
MJA & CO

Embedding Employee Recognition, Motivation, & Belonging

2022 VIRTUAL CONFERENCE

Community is the Foundation for Success

JUNE 22

HCI