

**UNLEASHING THE POTENTIAL OF YOUR MULTI-CULTURAL WORKFORCE:
HOW TO GIVE AND GET BACK MORE FROM YOUR HISPANIC WORKERS**

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Retaining

- Friendly Interview
- Professional Hiring
- Continued Training
- Personalized Support
- First Class Worker

Tools for Success – Interview

- Multi-Cultural Diversity Information Sheet
- Get Information About Their Skills in Their Country
- Talk About Your Courses Support
- Explain Your Courses Culture and Goals

Tools for Success – The Application

- Help Them to Understand the Process
- Review the Form with Them in Their Language
- Be Flexible for Future Interviews
- Show Them that You are Happy to Listen to Their Concerns

Tools for Success – Hiring Process and Paperwork

- Have a Welcome Sign Ready
- Help Them with Their Paperwork (I-9)
- Introduce Them to Everybody
- Walk with Them and Show Them Your Facility
- Be Sure Their Countries Flag is on the Wall

Tools for Success – Orientation

- Be Simple and Clear
- Review All Policies with Them
- Answer All Questions
- Show Videos and Slides in Their Language if Possible
- Show the “Fun” Side of Your Company
- Invite Your Senior Employees to Talk
- Let Them Talk About Their Country

Tools for Success – Adaptation Period

- Talk with Them as Often as You Can
- Offer Help to Find the Tools or Their Group
- The “Buddy” Technique
- “Home Sick” Problems
- Remind Them how Important They are for Your Golf Course
- Complete All Paperwork (tax forms, insurance forms, etc.)
- Make Sure They Have Transportation to Work

What is the Magic Formula for Retaining Employees? **Training, Training, Training!!!**

- “Don’t worry about the cost of training your employees and watching some of them leave...worry about training NO ONE and watching them all stay!”

The “4 Quadrants” to Success

- **Family**
- **God**
- **Support**
- **Country**

Taking advantage of the “4 Quadrants” that motivate your Hispanic Workers

Family

- The Extended Family Concept
- Use the “Uncle” as Authority
- Ask for Family Pictures
- Talk with Their Family
- Non Work Conversation
- What you know is the bedrock qualification. Whom you know is equally important.

God

- Respect Their Beliefs
- Honor Their “Special Days”
- Share with Them Your Beliefs

Country

- International Corners
- Patriotic Wall (Flags)
- Posters, Magazines
- Sign to Honor Independence Days
- Show and Tell from Them
- Music in the Break Room
- Lunch under the Tree
- Ethnic Food
- Keep an Updated Board

Support

- Help them to Understand:
 - Legal Issues (Court)
 - Immigration Status (H2B)
 - Credit History
 - Driver's License
- Be with Them

Rewards and Promotions

Remember the "4 Quadrants"

Family

- Calling Cards
- Free Local Calls from the Office
- Dinner for the Employee and Their Family
- Field Day with the Kids
- Open House with Family and Friends
- Remember... You are Their Family Now!

God

- Let them know that their spiritual beliefs are helping your golf course to achieve success!

Support

- Be Their Driving Trainer
- Help Them with Driver's License or ID's
- Employment Permit, Status Changes
- Notary
- Building Their Financial Credit
- Be Their Confidant and Friend

Country

- Free Tickets to Concerts
- CD or Audio Cassettes with Their Music
- Tickets to Sporting Events
- Movie Tickets
- Focus your Parties on Their Culture