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In order to understand the importance of Empowerment it must be defined and its elements understood to be effectively shared and utilized by the community.

Leadership: *Inspire* To experience inspiration; people also need to feel included. Inclusion goes beyond the listening and feedback; for real inclusion, people need to feel intimately connected to the actions and process that are leading to the accomplishment of the goals or the decision.

Investment: The process of exchanging income for an asset that is expected to produce earnings at a later time. It is important for the government and business community to invest in the future including our children, young adults, small businesses and expectations about the future. Making the effort in investing in human capital ie. the Community increases an economy's capacity to produce, which in turn is a contributing factor to economic growth.



Characteristics of a Successful Leadership Style

- ❖ Choose to lead.
- ❖ Be the person others choose to follow.
- ❖ Provide vision for the future.
- ❖ Provide inspiration.
- ❖ Make other people feel important and appreciated.
- ❖ Behave ethically.
- ❖ Set the pace through your expectations and example.
- ❖ Establish an environment of continuous improvement.
- ❖ Provide opportunities for people to grow, both personally and professionally.
- ❖ Care and act with compassion.



Investment in the person

Education: In 2010, 22% of the nation's elementary and high school students and 11% of U.S. college students were Hispanic. Despite growing rates of enrollment in public schools, just over one-third (36%) of Latino children ages three and four are enrolled in preschool. In addition, only 55.5% of Hispanic students graduated from high school in four years. In 2010, 63% of Hispanics age 25 and older had at least a high school education and 14% had a bachelor's degree or higher.

Employees: In 2010, 65% of Hispanic adults were working or actively searching for a job, which was slightly greater than the participation for the total U.S. population. While job loss was widespread during the recession from 2007 to 2009, Hispanics continue to face elevated unemployment levels compared to other workers. In March 2011, the unemployment rate for Hispanics was 11.3%, which was greater than that of the total U.S. population (8.8%).



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Small business owners have many things in common. Below are some of the qualities you will need to be successful.

Willingness to sacrifice—If you enjoy working 9-5, do not go into business for yourself. Entrepreneurship often requires many more hours beyond the forty-hour work week.

Interpersonal skills—You will be required to interact with a host of people other than customers: lawyers, employees, salespeople. If you do not like talking to people you do not know, better keep your day job.

Leadership ability—You will be the one everyone turns to for the answers. Are you ready to call the shots?

Optimism—Being able to hang in there when business gets tough is an important quality in small business owners.



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Compare your skills and expertise with others who are successful in similar businesses.

Can you duplicate and surpass the capability of other successful businesses?

What unique skills, or “edge,” can you provide to obtain a sufficient share of total market?

Review business journals, trade magazines and other comparative studies that identify the requirements to operate the business.

From that information, derive a formula for the skills and traits you plan to incorporate into the business operation.

Know your business and market!



To market your business, you must define your customer.

To maintain consistent sales growth, you must become knowledgeable about your market.

Develop an outline of your “typical” consumer:

- What exactly is your market?
- Where do the consumers come from? (city centers, suburbs, tourists, international)
- What are customers buying patterns?
- Why should they buy from you? (convenience, price, quality, service)
- Should you try to appeal to a niche market segment or the entire market?
- Have you missed a new customer segment or special market?
- How large is the potential target market (in units or dollars)?
- Is it growing, stable or decreasing?
- What percentage of the market do you have?



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Economically empowering women is essential both to realize women's rights and to achieve broader development goals such as economic growth, poverty reduction, health, education and welfare!

The literature on economic empowerment is vast, and a large part of this focuses on the economic empowerment of women - a key strategy in addressing gender inequality.

More generally, the discourse on economic empowerment centres around four broad areas:

- a) the promotion of the assets of poor people;
- b) transformative forms of social protection;
- c) microfinance;
- d) And, skills training.

