



COUNCIL OF INDUSTRY
OF SOUTHEASTERN NEW YORK

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The Importance of Training in Your Native Tongue

Today's corporate landscape has changed to reflect the ethnic, linguistic and cultural diversity of our society at large. Now companies of all sizes, spanning industries of all types, are benefiting from the contributions of smart, dedicated, hard working men and women from around the world. This isn't about outsourcing; a large percentage of today's industrial workforce here in the Hudson Valley is made up of first and second generation Hispanic immigrants. They are fast becoming the primary group of production workers.

The majority of this workforce and their employers are faced daily with challenges that include language barriers, lack of supervisory skills and cultural differences. Since for the most part, English is the second language for these workers, the Council of Industry has taken a key class from their highly successful supervisory skill development program and will offer it in Spanish. We believe that providing training for the Hispanic workforce in Spanish will attain maximum results and will to help participants succeed

in the workplace and achieve better income opportunities within their organizations.

It has been shown that people learn, understand and retain information best if it is taught to them in their native language by a bicultural trainer. The effectiveness of learning increases because participants can give their complete attention to content, without first needing to translate the material into a language with which they feel more comfortable. “With the training in Spanish, I was able to learn a lot from the instructor. It helped me to improve my communication skills. The class provided us with so much information that I still use every day.” explains Eden Villa, who completed the course last year.

More important the participants feel more at ease asking questions in their own language of an instructor who identifies with them and with whom they can identify as well. According to Cesar Ortega, from Package Pavement Company Inc. and a graduate of the program, “Sometimes, when the training is in English, it is harder for me, but by offering this Leadership training in Spanish, I was able to understand everything and learned so many skills that I use every day with my employees.”

Using the native tongue also can preclude employees’ confusion as to meaning and nuance; a number of seemingly insignificant semantic errors can quickly turn into a total misunderstanding of the intended message. This leads to better comprehension of the material and increased retention, which benefits both the company and the employee.

The Council of Industry is offering their Spanish Fundamentals of Leadership program on April 24 and 25 from 9:00 am to 4:30pm at Dutchess Community College in Poughkeepsie, NY. The course will focus on:

- Leadership Skill Development
- Job duties and supervisor responsibilities
- Self assessment, employee profiles, gender barriers & generational differences
- Tools and techniques for supervising different personalities
- Time Management – Prioritizing
- Project management
- Project assessment and evaluation
- Writing Skills

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