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For Immediate Release

Salsa, Soul, and Spirit **Leadership for a Multicultural Age** **By Juana Bordas**

*“What a remarkable contribution **Salsa, Soul, and Spirit** makes to leaders in all three sectors as they work to provide rich diversity, powerful inclusion, and equal access within the organization and in society beyond the walls.”*

—Frances Hesselbein, Chairman of the Board, Leader to Leader Institute

As immigrant and minority populations grow, there is an urgent need for leadership that reflects the values and experiences of *all* Americans. Communities of color, which will constitute 30% of the entire U.S. population by 2010, have unique contributions to make to Anglo-American leadership practices that are more in alignment with today’s global and multicultural age of diverse populations.

Tapping the potential of the changing workforce, consumer base, and citizenry requires a leadership approach that resonates with our country’s growing diversity. In ***Salsa, Soul, and Spirit: Leadership for a Multicultural Age***, Juana Bordas shows how incorporating Latino, African American, and American Indian approaches to leadership into the mainstream has the potential to strengthen leadership practice and inspire today’s ethnically rich workforce.

Bordas identifies eight core leadership principles common to all three cultures, principles deeply rooted in each culture’s values and developed under the most trying conditions. Using a lively blend of personal reflections, interviews with leaders from each community, historical background, and insightful analysis, she shows how these principles developed and illustrates the creative ways they’ve been put into practice in these communities as well as in some forward-looking companies. Bordas brings these principles together into a multicultural leadership model that offers a more flexible and inclusive way to lead and a new vision of the role of the leader in the organization.

Multicultural leadership resonates with many cultures and encourages diverse people to actively engage, contribute, and tap their potential. In a globalized economy, success for leaders in the future will rest on their ability to shift to a multicultural approach. ***Salsa, Soul, and Spirit*** provides conceptual and practical guidelines for beginning that process.

More...

Juana Bordas is President of Mestiza Leadership International and serves on the boards of the Greenleaf Center for Servant Leadership and the International Leadership Association. She was a faculty member of the Center for Creative Leadership and founding president and CEO of the National Hispana Leadership Institute. Juana received the Franklin Miller Award from the US Peace Corps for her lifelong commitment to advance communities of color and the Leadership Legacy award from Spellman College's Center for Leadership and Civic Engagement. She was initiated into the Colorado Women's Hall of Fame.

Salsa, Soul, and Spirit: Leadership for a Multicultural Age

By **Juana Bordas**

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Praise for Salsa, Soul, and Spirit

“Salsa, Soul and Spirit shows us the importance of looking at other cultures for the wisdom of their leadership practices. Many of these cultures have roots that pre-date western leadership models and offer a rich fountain of knowledge that can enhance American leadership.”

—Ken Blanchard, co-author of *The One Minute Manager®* and *Leading at a Higher Level*

“Salsa, Soul, and Spirit is a refreshing and inspiring vision of a new form of leadership for the 21st Century. Ms. Bordas captures the unique but successful models of leadership developed by racial and ethnic minorities. Our nation would greatly benefit from leaders who embody these traits.”

—Honorable Federico Peña, Former Mayor of Denver and US Secretary of Transportation and Secretary of Energy

“A penetrating, highly personal study of American Indian, Black, and Latino Leadership, presented in a manner that should attract a wide readership. A multi-cultural study at its best.”

—Dr. James MacGregor Burns, Pulitzer Prize-winning Presidential Biographer, author of *Leadership*, a 1978 seminal work in the field of transformational leadership

*“In business, our workforce and our customers are changing. To be relevant--let alone to thrive--in the twenty-first century, business leaders need a new awareness of our interdependency and a new leadership paradigm like that described in **Salsa, Soul, and Spirit.**”*

—Jack Lowe, Board Chair and former CEO, TDIndustries, Ranked by *Fortune Magazine* as 22 out of 100 best companies to work for

*“Juana Bordas is one of our nation’s most effective facilitators of Leadership Development. **Salsa, Soul, and Spirit** brings together her years of experience and insights. Her book is unique because it offers principles for leading in an increasingly diverse American environment. A must read for those interested in becoming leaders of our dynamic, multicultural society.”*

—Raul Yzguirre, President Emeritus, National Council of La Raza

“The politics of inclusion is not just some politically correct idea. It's essential to the adaptability of any organization or society that must rely on new ideas and synthesis in a changing world. Juana Bordas has given us a first-hand inspirational primer, full of wisdom and insight, for anyone practicing leadership that challenges people to thrive anew. ”

—Dr. Ronald A. Heifetz, Co-Founder, Center for Public Leadership at Harvard's JFK School of Government, author *Leadership Without Easy Answers*

*“**Salsa, Soul, and Spirit** is a compelling, vibrant and engaging exploration of the deep roots of multicultural leadership. It will challenge your view on leadership. Juana Bordas’ personal journey to integrate her Hispanic culture into her own leadership witnesses the great benefits of blending cultures rather than assimilating them.”*

—John Izzo, author of *Awakening Corporate Soul & Value Shift*

“This wonderful book made me want to dance with joy. In Western society, we suffer from a loss of community and spirit because we're so disconnected. American Indian, Latino and African American cultures have never forgotten that we need to be together, and that diversity is not a problem, but a blessing. May this book lead you to discover what we've been missing—each other.”

—Margaret J. Wheatley bestselling author of *Leadership and the New Science* and *Finding Our Way*

More...

“Salsa, Soul, and Spirit fills a necessary void in the study of leadership with its integration of the common elements of spiritual and programmatic leadership that are typical of minority approaches to social problems and which also builds the basis for coalition politics.”

—Dr. Ronald W. Walters, author of *African American Leadership*

“Reflecting the traditions of Black, Latino, and Native American cultures, Salsa, Soul, and Spirit fashions a leadership model based on community values, generosity, and a commitment to work for the common good. These proven leadership practices that sustained communities of color for generations are a source of strength, hope, and wisdom which will guide us through the turbulence of the 21st century.”

—LaDonna Harris, President and Founder, Americans for Indian Opportunity

“Juana Bordas has taken the philosophy and spirit as espoused by Martin Luther King Jr. and other Civil Rights leaders and fashioned leadership principles that further the dream of an equal and just society. Salsa, Soul, and Spirit is a recipe for spiritual activism and socially responsible leadership.”

—Ambassador Andrew Young, Civil Rights Leader, former Mayor of Atlanta and Congressman from the Fifth Congressional District of Georgia

“It is empowerment time in America - a time to live up to the basic values of equality and justice. Empowerment means closing the racial divide and opening the doors to leadership at all levels, so it represents our great and dynamic diversity. Salsa, Soul, and Spirit provides a roadmap to guide us on this journey and invites us to work together to create an America that benefits from the beauty and potential of all its people.”

—Marc H. Morial, President & CEO, National Urban League, former Mayor of New Orleans

“The new America is a web of myriad cultures and traditions. In this new era, we must enlarge our vision of what it means to be an American as well as embrace our identity as world citizens. This inspirational book can guide us to this multicultural future and sets forth a visionary leadership model that is founded on both our democratic traditions and our great diversity.”

— Dr. Jim Joseph, former Ambassador to South Africa, Director U.S., Southern Africa Center for Leadership and Public Values

“Frequently, people say it is too hard to have both excellence and diversity. Salsa, Soul and Spirit shows not only why it doesn't have to be that hard, but also why it is critically important at this moment in history to develop organizational leadership that is both excellent and diverse. People need to read this book.”

— Denver Mayor John Hickenlooper