

Increasing Awareness + Impact

Latino Career Chat Takeaway Guide



Awareness isn't just about being seen, it's about being understood and trusted. Without awareness, impact stays invisible.

Which of these is your biggest challenge?

- Gaining visibility
- Communicating value
- Influencing stakeholders
- Turning awareness into action

Why It Matters

- Stay relevant in a fast-changing world
- Show initiative to future employers or clients
- Attract mentors, sponsors, and stretch opportunities
- Inspire others with your learning journey

Teaching moment:

- *Awareness = Recognition + Relevance + Resonance*
- *Impact = Value Delivered x People Reached*

"Impact happens when awareness meets purpose. Let's unpack how to get there."

3 Levels of Awareness

"Share a moment when you or your organization felt invisible—even when doing great work. What could have helped?"

There are 3 levels of awareness we need to elevate:

- 1. Self-Awareness – Understand your value*
- 2. Audience Awareness – Know who you're serving*
- 3. Platform Awareness – Use the right vehicles to amplify your message"*

Self-Reflection

"What platform or channel are you underutilizing right now—LinkedIn? Podcasting? Community spaces?"

People don't remember statistics. They remember stories. And stories create connection, which creates trust, which leads to action.

The Impact Story Formula

- Challenge
- Action
- Transformation
- Takeaway

Example Story:

Share a personal or community-level story of impact.

Chat Prompt:

"What's one win you could turn into a 90-second story?"

Create your "Awareness to Impact Plan"

by answering:

1. What's your mission message in 1 sentence?
2. What platform will you amplify it on this month?
3. What action will you take this week to increase visibility or value?

"You don't need to go viral to create impact—you just need to show up consistently and intentionally."

Final Takeaways

- Awareness is strategy, not luck
- Impact grows with clarity, consistency, and community
- Your voice can shift culture and outcomes

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