

Viva Cultura

LLC
CONSULTING SERVICES

Creating Belonging by Validating Human Worth



CULTURAL
COMPETENCE



AUTHENTIC
COMMUNICATION



COMMUNITY
DYNAMICS

BELONGING ENRICHES ALL EXPERIENCES

Viva Cultura Consulting LLC. was founded with a mission to help organizations create a happy and inclusive work environment. We believe that diversity, equity, and inclusion training often miss an essential element: making employees feel a sense of belonging.

Our team specializes in cultural intelligence consulting, helping clients understand the values and behaviors of people from different cultural backgrounds.

With our guidance, organizations can create a safe and welcoming space where everyone feels seen and valued.

If you're seeking to elevate your recruitment and retention practices, enhance your team's productivity, create genuine connection and true collaboration, we've got you covered!



COACHING SESSIONS

CULTURAL COMPETENCE

U.S. businesses spend nearly 8 billion dollars each year on diversity and inclusion (D&I) trainings that miss the mark because they neglect our need to feel included.

- Harvard Business Review

- **AUTHENTIC ENGAGEMENT STARTS WITH YOUR EYEBROWS!**

Decode the power of body language, appreciate the impact of names, and enhance your cultural understanding - all with the goal of creating a culture of belonging! This engaging session encourages participants to forge connections by understanding their values and behaviors.

The result? A workplace/space characterized by heightened productivity, enhanced retention rates, and overall satisfaction.

- **CRACK THE CODE: LATINO/A/E, HISPANIC, OR LATINX?**

In a world where transformation starts with understanding, this session explores the essentials, - beginning with the title. Gain the skills to effectively engage with the rapidly growing and diverse Latino community, all while delving into the factors, including immigration patterns that shape your community's unique landscape.

The result? Enhance recruitment strategies, heightened loyalty, and a workplace/space that thrives on diversity.



AUTHENTIC COMMUNICATION

From these dialogue-driven understandings, we might coalesce to get things done. A coalition allows groups to speak out and act together rhetorically – despite their different agendas, experiences, and politics.

-The Journal of Open Linguistics

- **INSPIRE ACTION: THE INVITATIONAL SPEAKING EXPERIENCE
(BECAUSE IT'S TRULY NOT ABOUT "PUBLIC" SPEAKING)**

An effective speaker understand that sharing a message is more than just volume and projection; it's about intention. Explore the transformative impact of adopting an audience-centered approach to speaking. By shifting the focus from speaker to the audience, you'll not only witness a reduction in the fears traditionally associated with public speaking but also experience increase in public dialogues that lead to action and innovative solutions.

The result? Become a speaker whose voice holds the power to captivate and resonate, driving positive change and creating a culture of solution and engagement.

- **UNCOVER LISTENING: BRIDGE GAPS, UNDERSTAND BARRIERS**

In our fast-paced culture, listening presents a challenge. Although we recognize its benefits, unraveling the reasons behind our struggles to listen and overcoming societal conditioning are complex tasks.

Dive into the intricacies of active listening, exploring not just how to listen, but also how language choices impact your ability to be heard!

The result? A profound understanding of listening barriers, an environment where words are truly heard, and a foster collaboration in your workplace/space.



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Reform focuses on incremental improvements to a system that is no longer fit for purpose. Whereas transformation creates and moves us towards a new purpose and vision for young people's learning.

-Big Change

- **HUMANIZING EDUCATION: BUILDING CONNECTIONS WITH STUDENTS AND FAMILIES IN TODAY'S CLASSROOM**

Traditional college training often overlooks a crucial aspect - how to validate the humanity and worth of each student. In today's ever-changing educational landscape, creating supportive learning environments is challenging, yet essential flexibility is required - and it's an investment worth making.

When learning to teach, we don't necessarily acquire the skills to effectively instruct newcomers, English learners, or children with learning differences. Additionally, we don't understand how difficult family engagement can be but what an integral part of a holistic environment this is.

This training helps us recognize that our student makeup has evolved, our family makeup is new, and our teaching and communication methods can be enhanced with connections and understanding.

The result? Witness the transformation of your academic environment into a welcoming space where students feel a sense of belonging. Experience a significant improvement in retention rates and increased satisfaction among students and educators.



Hi! I'm Andrea!

Viva Cultural Consulting Founder
Empowering Organizations with a Culture of Belonging
Community Engagement Expert

I'm a communication consultant and the founder of Viva Cultura Consulting LLC. My mission is to empower organizations to cultivate a culture of belonging. With years of experience in community engagement, I have developed a unique approach to help businesses become more inclusive and culturally aware. As a VivaCultura leader, I am committed to creating a world where diversity and inclusivity are celebrated.

Let's work together to take your organization to the next level!

Andrea is an experienced communications expert, a cultural influencer, a leadership facilitator, and a skilled engager with experience spanning diverse sectors, from community colleges to federal realms. Recognized for her remarkable talent in simplifying complex ideas into delightful 'a-ha' moments, she is passionately dedicated to fostering a profound sense of belonging within organizations and nurturing leaders committed to harnessing the full potential of North Carolina's rapidly evolving landscape.

Community Advisor for the Governor's Advisory Council for Latino Affairs - UNC Health Cultural Intelligence Coach - Wayne County's Professor of the Year 2022 - Lead of Wayne County Chamber of Commerce Global Leadership Development Program

Andrea V. Freile

