

# “We Need to Give People the Chance to be Great”

OPENING REMARKS BY A CHIEF DIVERSITY, EQUITY & INCLUSION OFFICER

HISPANIC HERITAGE MONTH CELEBRATION, A VIRTUAL EVENT

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## EXCERPT 1: SPEECH OPENING

As you **came into our event this morning,**  
you heard a **hit song** by **Pete Rodriguez** called  
**“I Like It Like That.”**

And even though you only heard **a few minutes of this song**  
**from 1967,** I’ll bet it’s one of those songs that plays  
**over and over in your head / all day long.**

**I know it’ll stay in my head.**

Because every time I hear this song, it takes me back  
to when I was a kid **going to concerts**  
**with my father / in Atlanta.**

**My father and I LOVED Latin / jazz!**

It was **a bond we shared.**

I remember the **stage**, the **songs** and the **singers** –  
like **Celia Cruz** – and **musicians** like **Tito Puente.**

I remember the **bass guitar** / **trumpets** / **piano**  
and **drums.**

Sometimes **we got up** and **danced to the music**  
**right where we were!**

It was **ALWAYS** / **a PARTY!**

**A CELEBRATION!**

And for **me** / a time of **happiness** and **joy.**

# # #

**“I Like It Like That” was a song born in a studio / jam session.**

This song was written by **Manny Rodriguez** and **Tony Pabon**, a **composer** / **singer** / and **trumpet player**.

**Pete Rodriguez said this:**

*“ ... I came up with the intro, and somebody else said, ‘Let's do this’ and ‘Let's do that,’ and finally we got the whole thing.*

*“It was a combined effort by everybody.”*

# # #

That song became **a huge hit for Pete**, a young man from **Puerto Rico** who was **living in the Bronx**.

Soon, he became known as

**“the pioneer of boogaloo music.”**

**which married together** / **Latin beats** with **soul beats**.

**Pete Rodriguez was talented!**

He had **an amazing career** because  
**he kept doing what he did best.**

**And he was given the chance to be great.**

Here at **[our company]** / **it's the same thing.**

We have **the best talent** in the industry!

So we need to help our people / **do what they do best.**

**And give them the chance to be great.**

# # #

In **September** / as we celebrate **Hispanic Heritage Month,**  
**it's / GOOD / to ask ourselves:**

**Are we giving our Hispanic and Latino / team members  
the chance to be great?**

**If you look at our data, we have a little work to do ...**

EXCERPT 2: SPEECH CLOSING

**YOU HAVE MY WORD**

**as the chief / diversity / equity / and inclusion officer here at [our company]:**

**WE WILL EXECUTE OUR STRATEGY for diversity / equity / and inclusion.**

**AND WE WILL HOLD OURSELVES ACCOUNTABLE to our goals and aspiration.**

**If you are one of our Hispanic or Latino / team members,**

- **We want you to have an EQUITABLE JOURNEY!**
- **We want you to feel INCLUDED!**
- **We want you to have a VOICE!**

**We want to give EVERYONE HERE the chance to be great!**

**Which brings me back to Pete Rodriguez and the studio jam session that led to his greatest hit: "I Like It Like That."**

It took **a combined effort**  
**by EVERYBODY in the studio**  
to **give Pete the chance to be great.**

Likewise, it's going to take **a combined effort**  
**by EVERYBODY here**  
to help give **ALL** of our **Hispanic** and **Latino**  
team members **the chance to be great.**

When that happens, **each and every one of us**  
here at [our company] will be able to say:

**"I Like It Like That!"**

**Thank you!**

**And now I'll turn the program over to our CEO ...**