

SPEAKER KIT



**Hard work
creates the best
luck.”**

– ALMA LOU



Alma Lou Guajardo-Crossley, recently retired from General Motors (GM) after a 38-year career, is using her expertise to guide the next generation of leaders, particularly young Latinos embarking on their careers. Her core values of education, family, integrity, gratitude, perseverance, and servant leadership continue to shape her endeavors, making her an invaluable figure in corporate America and the Hispanic/Latino community.

Throughout her time with GM, Alma held over a dozen positions, many of them in leadership, where she adeptly guided and mentored emerging talents as they navigated their corporate journey and pursued new roles.

In 2011, she assumed a pivotal role in the GM Global Diversity COE launch, subsequently serving as the Director of Corporate Diversity and the Global ERG Network until her retirement. Alma's primary mission was to strategically position GM as the preeminent choice for its products and services, aligning with the company's vision of becoming the epitome of inclusivity worldwide.

Alma tirelessly championed diversity, equity, and inclusion, fostering relationships and collaborating with key advocacy groups. Her leadership extended to the GM Global Employee Resource Group (ERG) Network, overseeing more than 50,000 employees in their pursuit of creating a sense of community and belonging at GM while also supporting key business initiatives.

A Michigan native, Alma's journey with GM began in 1985 as a co-op student at the General Motors Engineering & Management Institute (now Kettering). She earned her undergraduate degree from GMI in 1990 and her MBA from the University of Phoenix in 1997.

Throughout her journey, Alma carved a distinctive niche as she motivated teams, served as a business consultant to dealership operations, and devised and implemented impactful marketing programs on national, regional, and local scales. Her versatility and strategic acumen were instrumental in driving GM's business forward.

While she pursued excellence at GM, Alma was equally committed to her Hispanic heritage and community, and she was recognized for this on numerous occasions. In 2011, Hispanic Business named her one of the 100 Most Influential Hispanics, and in 2012, she received the Latina Trailblazer designation from Latino Justice. The list of accolades continued in 2015 with the Rare Everyday Hero Award from Winning Futures, the Santiago Rodriguez Diversity Award from Great Minds in STEM, and the Adelita Award from Detroit MANA.

In 2018, Alma was named one of the Top 50 Latinas in the State of Michigan by the State of Michigan Latino Commission, and in 2022, she was honored by Alternatives for Girls as a 2022 AFG Role Model. LATINO magazine also recognized her outstanding contributions with a BRAVA Award in 2023.



Step into the world of impactful leadership with Alma Lou, a distinguished Fortune 500 corporate executive. Rising from humble beginnings to the top of Corporate America, Alma Lou shares her inspirational journey and what she learned at corporate events and conferences. Her chosen speaking topics weave together her expertise and personal odyssey of triumph over adversity, serving as a compelling guide for aspiring leaders navigating their own paths.

Beyond her corporate success, Alma Lou's advocacy for underserved communities is a recurring theme in her talks. Recognized by top organizations for her outstanding contributions, Alma Lou's speaking engagements encapsulate the essence of resilience, inclusion, and the pursuit of excellence.

Join us in exploring the profound impact Alma Lou has on audiences as she shares invaluable insights drawn from her rich experience, empowering leaders to embrace their unique journeys with purpose and determination.

HERE ARE A FEW OF THE SPEAKING TOPICS ALMA LOU HAS PREPARED TO PRESENT:

Mind Your Ps and Forget the Qs: In this enlightening speech, Alma Lou unravels the power of her Personal Ps, a collection of pivotal words instrumental in her journey to the top. One of those is the word "People." Alma Lou delves into the impact of those we surround ourselves with. She introduces the concept of a Personal Board of Directors, urging the audience to evaluate whether the individuals closest to them energize or drain them. Even more, would they deserve a seat on your Board? Could they serve as a trusted advisor, providing clarity in challenging times? This is a guided introspection into the significance of intentional relationships and the various "P" words that played a pivotal role in Alma Lou's ascent.

"Mind Your Ps and Forget the Qs" becomes a catalyst for transformative change. Armed with practical action items, attendees will be empowered to make intentional choices in their personal and professional spheres, aligning themselves with positivity, purpose, and the principles that lead to lasting success.

Flight of the Hummingbird: Join Alma Lou as she unveils the innovative HEARS model in "Flight of the Hummingbird." Drawing inspiration from the hummingbird's graceful flight, this speech redefines how young professionals approach both life and work. Alma Lou guides participants to discover the art of Hovering in the present, Embracing an energetic lifestyle, Adapting with Resilience, and Seeking the nectar in life. Audiences will be captivated by Alma Lou's message – tomorrow isn't guaranteed, making it imperative to unleash one's capabilities to the fullest. She emphasizes the significance of enjoying and embracing life, moving forward with purpose and passion, and fostering adaptability and perseverance.



Participants will leave inspired and equipped with a renewed perspective on life and work. They will gain practical insights into adapting and persevering in the face of uncertainty, guided by Alma Lou's wisdom. This speech serves as a catalyst for personal and professional growth, instilling a mindset that encourages embracing life's nectar while charting a purposeful course forward. Alma Lou's guidance ensures that participants not only answer the crucial question of "How do you become a hummingbird?" but also embark on a transformative journey towards a more fulfilling and purpose-driven life.

Breaking Barriers: A Latina's Journey in Corporate America: Alma Lou takes audiences on a compelling journey through her remarkable corporate career as a Latina trailblazer. Growing up in a loving and education-focused family, Alma shares her experiences navigating a college/work program and breaking into a corporate landscape predominantly occupied by white men. Her story is one of relentless determination, overcoming obstacles, and evolving from survival mode to adaptive resilience. Alma candidly explores the pivotal question that shaped her mission – "Why aren't there more people who look like me, and how can I help them succeed?" This inquiry led her to a transformative commitment to inclusivity and mentorship, reshaping the landscape for individuals who share her background.

Attendees will leave inspired to champion inclusivity, armed with actionable strategies to create environments where everyone, regardless of background, can thrive. Alma Lou's talk is a testament to her personal triumph and a call to action for cultivating workplaces that empower individuals to rise above adversity and reach their fullest potential.

Each of these speeches can be done in a workshop format. Other workshop topics that may interest you include Branding Yourself, Interviewing in Corporate America, Developing Your Elevator Pitch, and Networking with Executives.

Alma Lou
ACCELERATE SUCCESS

AS SEEN ON:



When I met Alma, I really admired her ability to bring out the best in other people and help them see their true potential. We all have blind spots and she also helped me become aware of mine and more confident that helped me become the leader I am today. She has helped mentor me through a number of years when I have had challenges in my career."

-Diana Ortega

"Alma helped me navigate Corporate America by giving me actionable advice to advance my career and take the proper steps in any assignment to be successful. I was young and still unsure what I wanted to do for the rest of my life, and Alma helped me navigate that ambiguity and lead me to recognize what values make me happy in my life."

-Alberto Rodriguez

"Alma has been a life changing mentor and friend. Through hands on experiences and collaborative strategies Alma has driven me and many others to reach new heights. The energy Alma brings is contagious and has contributed to my success personally and professionally."

-Luz Padilla



Mija, learn to work with your mind more than your hands."

-ALMA LOU'S FATHER

