

FEATURE STORY

Catalina Pena & Operating “Out of the Box”

Gerardo Arellano
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Latinx Heritage Month 2022 Keynote Speaker Catalina Pena provides insights and relief for those operating within the questionable confines of a corporate organization. The intention isn't to scare an individual into believing that they are powerless. Rather, its intention is to reclaim power in the face of adversity.



Catalina Pena is an entrepreneur who most days operates as a Mindful Founder and Career Coach, particularly holding space for BIPOC community. During her college career she was in a primarily white institution (PWI), being only 1 of 2 Afro-Latinas. It was here where she gained the skillset to be purposely persistent. Because if you didn't know, it's easier to assimilate than it is to create space and become the leader for the representation you want to see.

Having worked at reputable technology companies like Meta (formerly Facebook) and Twitter, she truly unlocked a tangible way for BIPOC to remove limitations for themselves. Her credible advice to everyone is that there is a set of common limiting beliefs that exist, and we have to decline them on a daily basis. Thoughts like “I'm just grateful to be here” and/or “I can't fail, they're counting on me.” Essentially, thoughts we as POC have due to our collectivistic cultures where we consider others before ourselves. Ultimately values that are not always respected in spaces that support and champion individualism.

Her response to this? Practice “shifting,” as she calls it. It's a technique she's created that allows you to ground yourself in both positive and negative feelings. It is an introspective exercise to design an individualized career roadmap. Bet on yourself. Be your biggest champion and remain focused on the big picture. Catalina Pena teaches an adoptable method to outline your unique career moves that honor your passions and career aspirations while still being an asset to the organization you serve. This method has been developed to intentionally maximize career advancement and overall personal goals.

Representation is of optimal importance in technology spaces. Catalina Pena provides FREE 1 on 1 Coaching sessions for Black professionals and there you too can learn how to manifest your ideal career journey.

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