

## Cultural Intelligence CQ®

### Certificate Course

#### SERVICES AVAILABLE

- **PRESENTATION OF CULTURAL INTELLIGENCE**

Learn about this fresh approach to understanding how cultural differences can fuel innovation and agility in your organization. One or two hour format, virtual or in-person,

- **ONLINE PERSONAL OR TEAM ASSESSMENT**

Join 150,000+ individuals from 168 countries who have taken the online survey designed to measure your current capabilities and values. You will learn what the measures mean and how they impact yourself, your team and your leadership. Online measurement, real-time analysis.

- **GROWING YOUR CQ IMPACT**

In a day or half-day format, virtually or in person, we will walk you through evidence-based measures and recognized techniques so that you and your organization can operate effectively and without bias in a culturally diverse world.

**Cultural Intelligence (CQ)®** is the capability to function well in culturally diverse settings. Experts agree that this simple, easily applicable approach can improve effectiveness in work environments.

Potentially contentious situations are created when one set of assumptions – “that’s the way things are done, that’s the way we are around here” – is met by an equally strong and different set of same assumptions. Different cultural assumptions may be due to national origin, professional function, gender, background, age, etc.; the list is long.

CQ identifies four basic capabilities that frame the way we process cultural information. The capabilities are personally benchmarked through an online assessment and normed against 150,000+ individuals who have also taken the assessment.

The four basic capabilities below can be both measured and improved:

- Drive – the motivation to be effective in multicultural settings
- Knowledge – information and understanding about cultural influences
- Strategy – integrating motivation and know-how to plan for effectiveness
- Action – executing the desired strategy, checking for adjustments, and learning lessons for next time

Also measured are an individual’s or group’s 10 Cultural Value Orientations. The Orientations provide insight into value preferences that impact how teams work and problem solve. Leaders find this assessment particularly good for determining project effectiveness.

The Facilitator works with individuals and teams to increase appreciation of their unique attributes and how this knowledge has been shown to improve team work.