

Introducing Cultural Intelligence

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What am I capable of?







Why should you listen to me?

Do you want to be an **effective** leader in a diverse, divided and digital world?

Agenda

- 1 What is culture?
- 2 What is Cultural Intelligence?
- 3 Why is it needed?
- 4 How can it be developed?
- 5 Call to action



Question

How was common cold cured in your house when you were growing up?

What is Culture?

Culture is defined as:

the ideas, customs, and social behavior of a particular people or society.

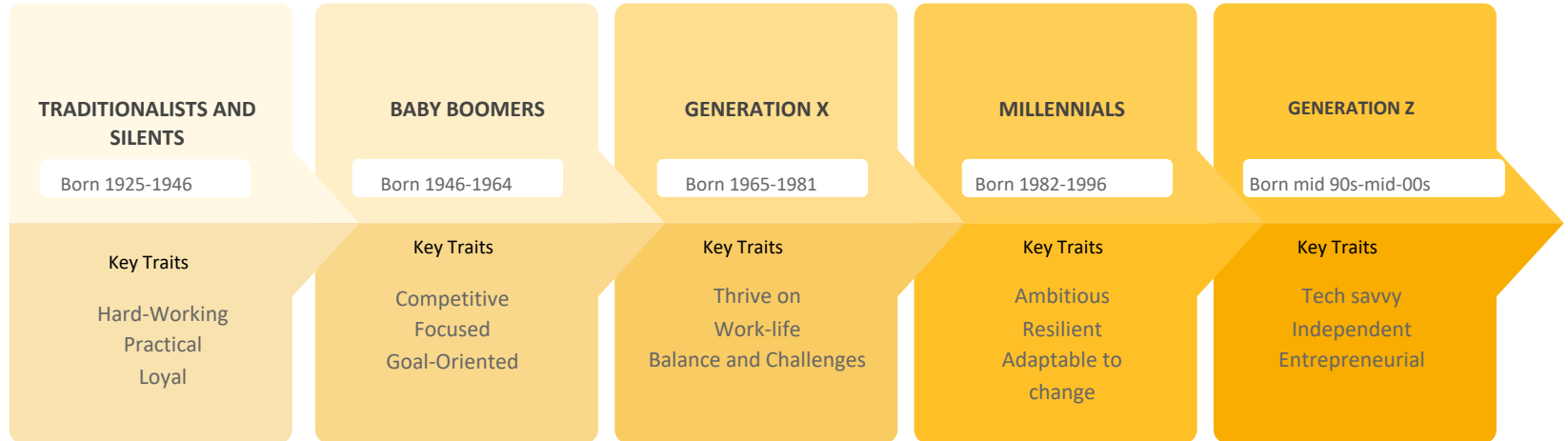
it is the way we do things around here...

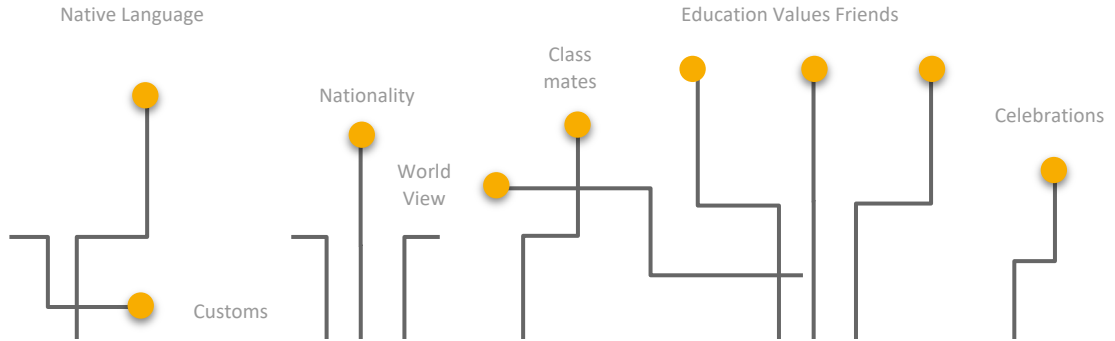


Organisational Culture

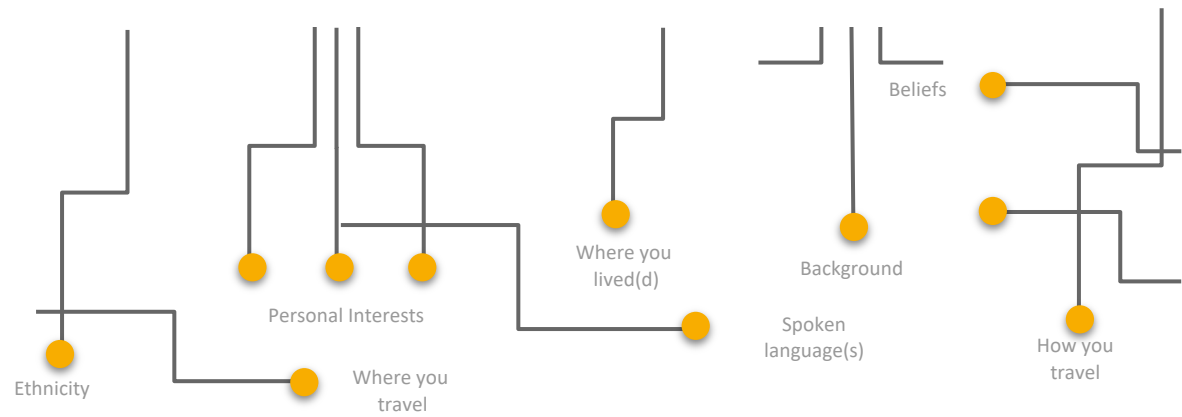


Generational culture

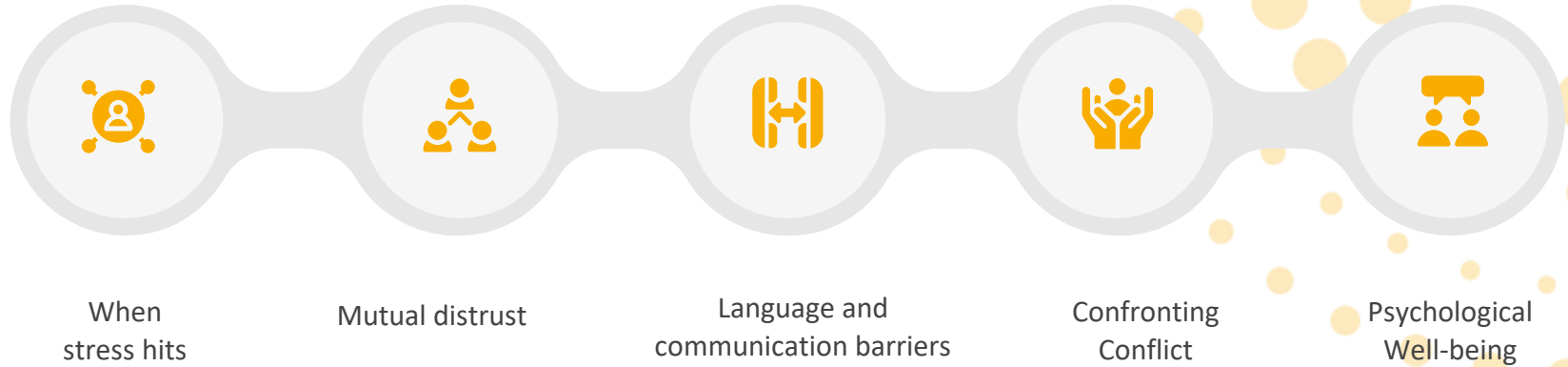




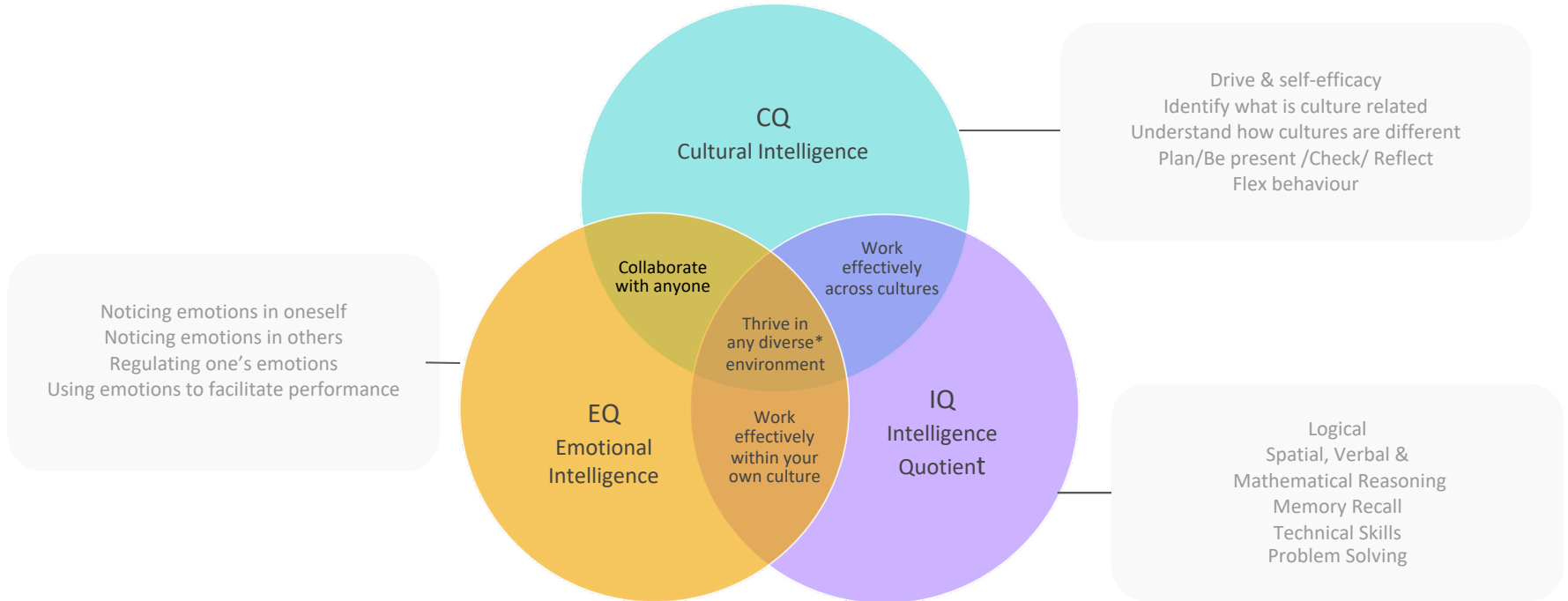
YOUR OWN CULTURAL WIRING



Culture Matters



Intelligence Matrix



*Diverse dimensions: nationality, ethnicity, age, socio economic status, gender, etc

Karine Duranty, Catherine Wu Nomad 2022

What is Cultural Intelligence?

Cultural Intelligence (CQ)

is the capability to function and relate effectively in culturally diverse situations.



Cultural Intelligence Capabilities

CQ Drive

Your Level of Interest, Persistence, and confidence during multicultural interactions.

CQ Action

Your ability to adapt when relating and working in multicultural contexts.



CQ Knowledge

Your understanding about how cultures are similar and different.

CQ Strategy

Your awareness and ability to plan for multicultural interactions.

CQ Drive

CQ Drive

Your Level of interest, persistence, and confidence during multicultural interactions.





Question

Identify one cultural group that's very difficult for you.

WHY ?

CQ Knowledge



CQ Knowledge

Your understand about how cultures are similar and different.

Cultural values

- Individualism vs Collectivism
- Low vs High Power Distance
- Low vs. High Uncertainty Avoidance
- Cooperative vs. Competitive
- Short Term vs. Long Term
- Direct vs. Indirect
- Being vs. Doing
- Universalism vs. Particularism
- Non-Expressive vs. Expressive
- Linear vs. Non-Linear





Direct/Indirect

You have an urgent deadline at work tomorrow, but a personal emergency comes up and you have to ask for the day off. Will you be direct or indirect?

CQ Strategy



CQ Strategy

Your awareness and ability to plan for multicultural interactions.

Why is the car parked like this?



CQ Action

CQ Action
Your ability to adapt when relating and working in multicultural contexts.



To adapt or not?



Is it a “tight”
or
“loose” culture?



Will adapting
compromise the
mission?



Will retaining the
differences make us
stronger?

Everyone can develop CQ



CQ drive – motivate yourself



CQ knowledge – learn about cultures you interact with most



CQ strategy – anticipate and adjust interactions

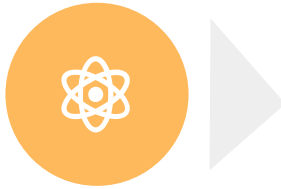


CQ Action – adapt as needed

Why CQ?



Reduced conflict and misunderstandings



Trust, co-operation and negotiation effectiveness



Inclusion and innovation



Profitability and cost-savings

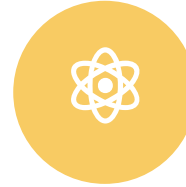
CQ Touchpoints



Individual



Team



Organisation



Community, Suppliers,
Clients & Stakeholders

6 traits of an inclusive leader

Cognizance
Because bias is a leader's
Achilles' heel



Curiosity
Because different ideas and
experiences enable growth



Courage
Because talking about
imperfections involves personal
risk taking



Cultural Intelligence
Because not everyone sees the world
through the same cultural frame



Commitment
Because staying in the
course is hard



Collaboration
Because a diverse thinking team is
greater than the sum of its parts



People fail to get along because they fear each other.
They fear each other because they don't know each other.
They don't know each other because they have not
communicated with each other .

Martin Luther King

Becoming Culturally Intelligent

☑ Experience & Reflection

☑ CQ Assessment & Cultural Values profile

☑ Culturally intelligent Leader: 1:1 Executive training



120-minute Masterclass:
Introduction to CQ



120-minute workshop:
Assessment de-brief and
Cultural values profile



120-minute tailored
workshop on application
of Cultural Intelligence

Call to action

1

Identify some of the cultural identities of those within your team.





2

Have lunch with a **different** team member once a week (don't talk about work!).

3

Start from a place of **curiosity** on what is acceptable and familiar in different situations.

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