



CULTURAL INTELLIGENCE

An Essential Capability


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CULTURAL INTELLIGENCE



Cultural Intelligence (CQ)
is the capability to function and relate
effectively in culturally diverse
situations.

WHY / BENEFITS / MYTHS

- 
- Success in culturally diverse markets
 - Speed and efficiency across borders
 - Multicultural and global team effectiveness
 - Profitability and cost-savings

CQ DRIVE



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

CQ KNOWLEDGE



Your understanding about how cultures are similar and different.

CQ ACTION



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

CQ STRATEGY



Your awareness and ability to plan for multicultural interactions.

INDIVIDUALISM vs COLLECTIVISM



INDIVIDUALISM



COLLECTIVISM

POWER DISTANCE



LOW POWER
DISTANCE

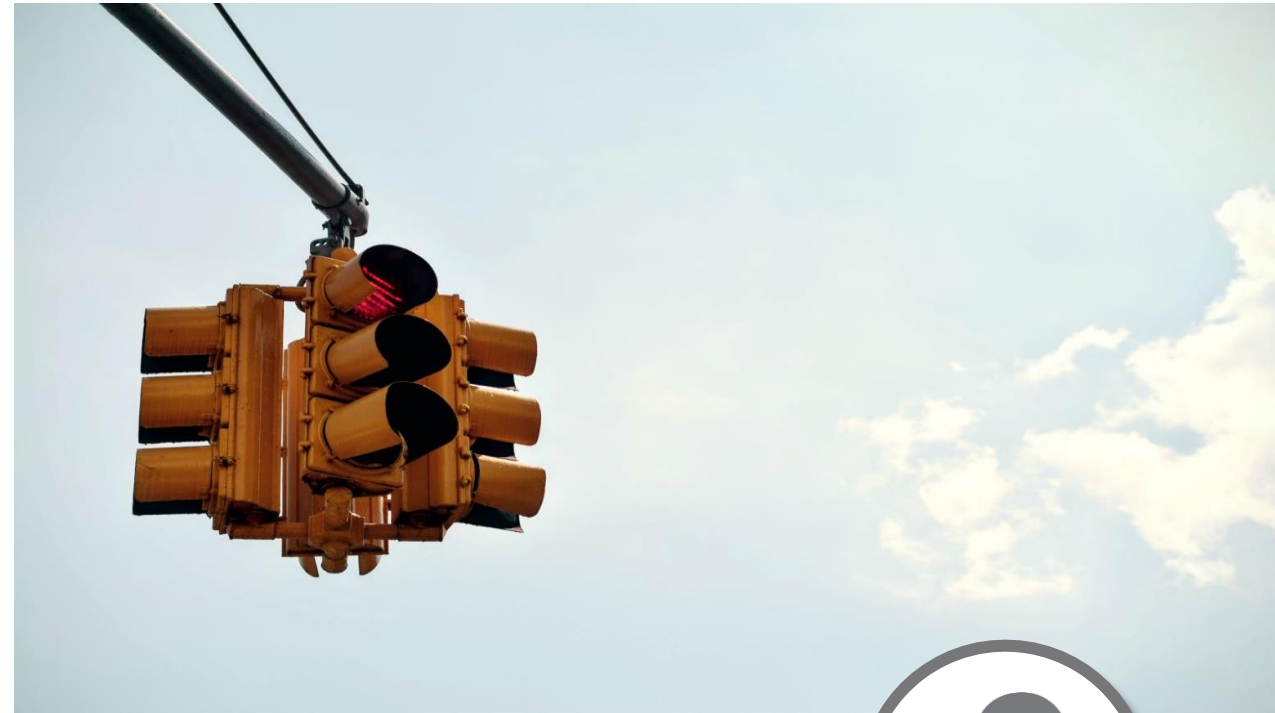


HIGH POWER
DISTANCE

UNCERTAINTY AVOIDANCE



LOW UNCERTAINTY
AVOIDANCE



HIGH UNCERTAINTY
AVOIDANCE

COOPERATIVE vs COMPETITIVE

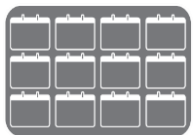


COOPERATIVE



COMPETITIVE

TIME ORIENTATION



SHORT-TERM TIME
ORIENT.

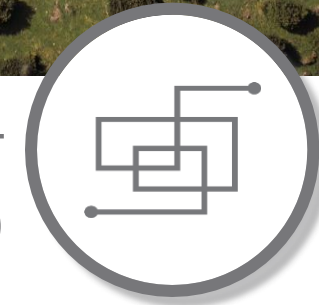


LONG-TERM
TIME ORIENT.

CONTEXT (DIRECT vs INDIRECT)



LOW CONTEXT
(DIRECT)



HIGH CONTEXT
(INDIRECT)

BEING vs DOING



BEING



DOING

UNIVERSALISM vs PARTICULARISM



UNIVERSALISM



PARTICULARISM

EXPRESSIVENESS(NEUTRAL vs AFFECTIVE)



NON-EXPRESSIVE
(NEUTRAL)



EXPRESSIVE
(AFFECTIVE)

FOCUS (MONOCHRONIC vs POLYCHRONIC)



MONOCHRONIC
(LINEAR)



POLYCHRONIC
(NON-LINEAR)

WHAT DOES THIS ALL MEAN?



Having a high CQ will.

- Enhance your motivation and self-assurance when interacting with other cultures.
- Increase your knowledge of differences in social structures, religious values, norms, leadership and language
- Help you to plan for unfamiliar cultural settings but remain flexible when actual experiences differ from expectations.
- Guide you in adapting your behaviour in diverse settings.



He Pātai Questions

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