

**Wednesday, November 22**

**Large 1**

**16:00 – 17:00**

# **Cultural Intelligence: Incorporating This Must-Have Skill for Global Citizens into Daily Interactions**

Tiffany Cook, TBC Culture Hub

Eva Janebová, Mestenhauser Institute for International Collaboration



# Cultural Intelligence: A Must-Have Skill for Global Citizens

Tiffany Byrd Cook  
TBC Culture Hub  
Phone: (+1) 214-862-4141  
Email: [tbcook22@gmail.com](mailto:tbcook22@gmail.com)





CULTURAL  
INTELLIGENCE:  
AN ESSENTIAL  
TOOL FOR  
THRIVING IN  
A GLOBALIZED  
WORLD

*Leverage Your Cultural  
Competencies to Excel in The  
Era of Globalization*

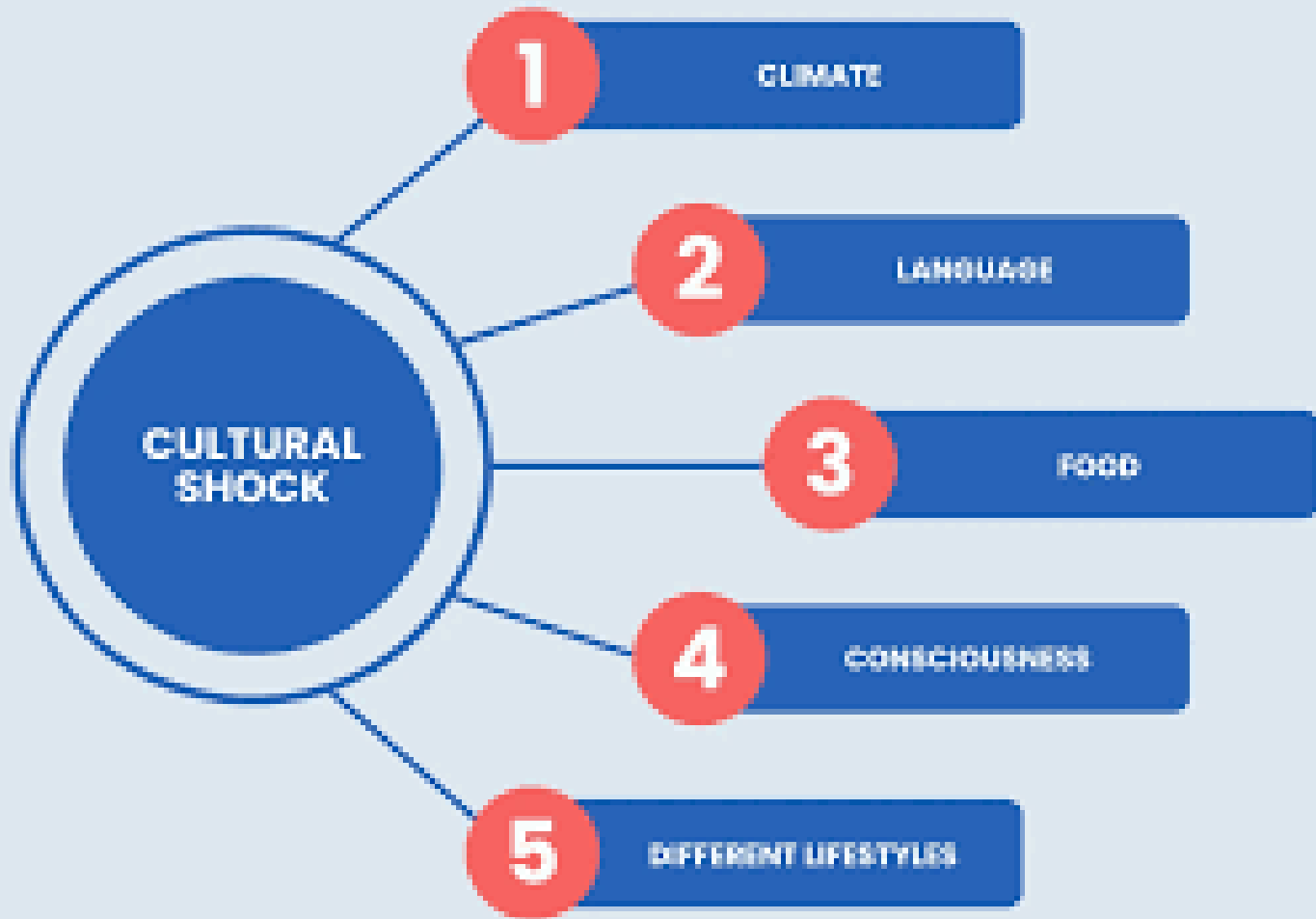
# CULTURE



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

# CULTURAL INTELLIGENCE (CQ)





CAN YOU THINK OF A SPECIFIC CHALLENGE THAT YOU FACED WHEN YOU FIRST ENCOUNTERED SOMEONE FROM A DIFFERENT CULTURE?

# RICHARD PELLEGRINO TEDx TALK

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Communities, schools, and workplaces are experiencing record high diversity.



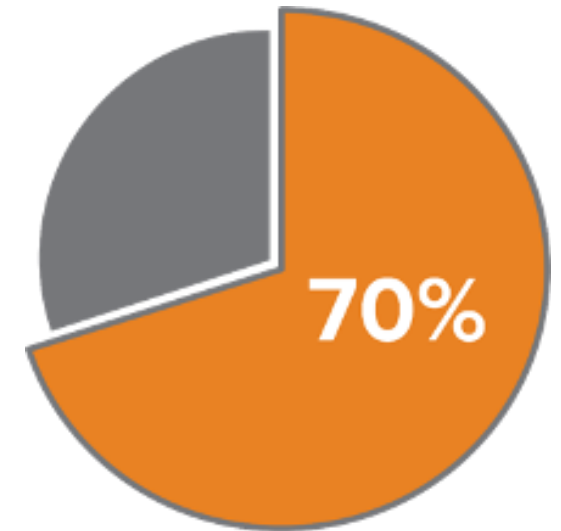
## EXPAT POPULATION OF THE WORLD

The United States of Expatriates



Total number of expats  
**230 MILLION**

5th largest imaginary country in the world



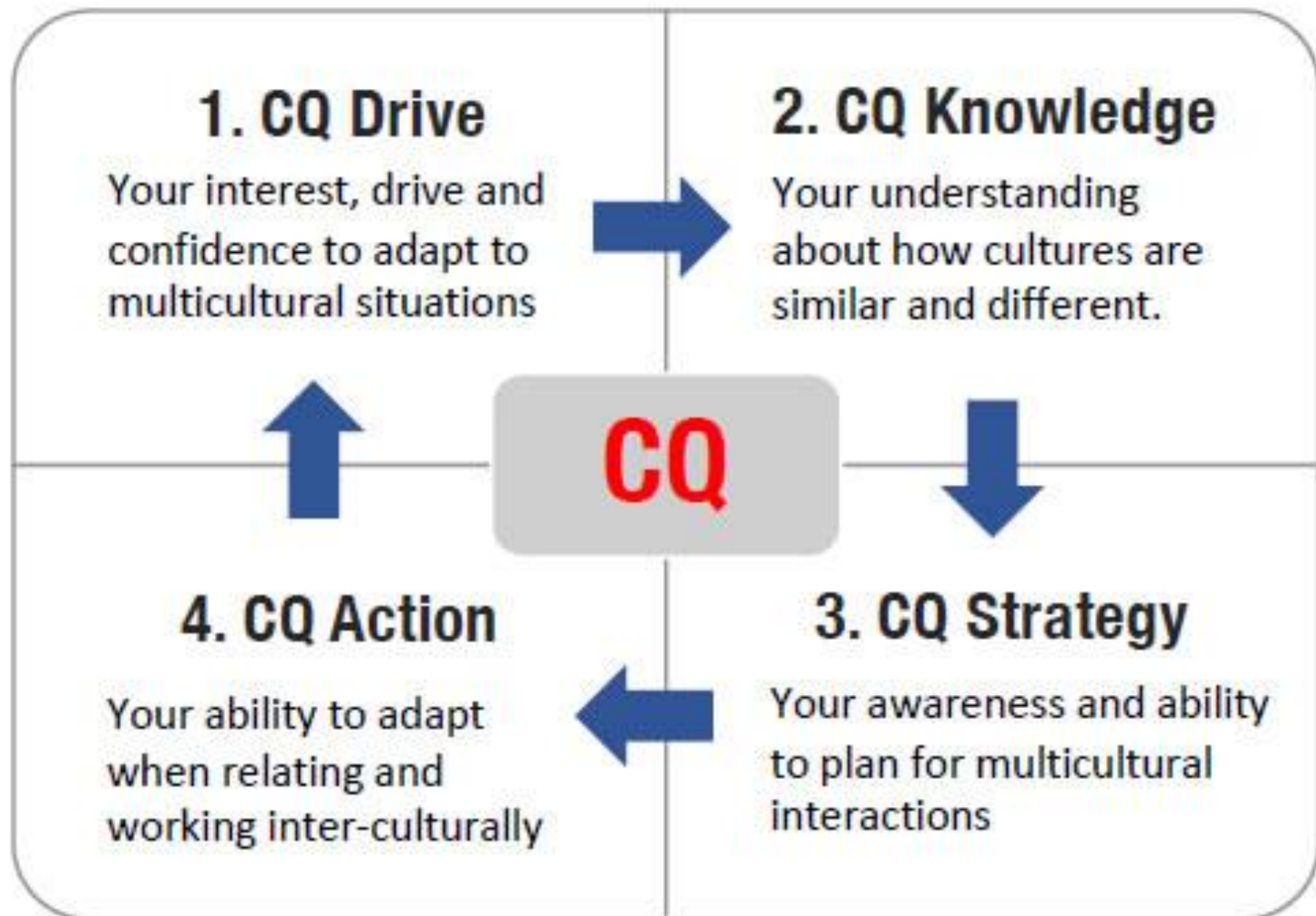
Intercultural ventures that fail due to cultural differences.





# CULTURAL INTELLIGENCE (CQ)

The capability to  
function and relate  
effectively in culturally  
diverse situations



# SHEENA IYENGAR TED TALK

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## CQ DRIVE

## CQ KNOWLEDGE

Your understanding about how cultures are similar and different.

## CQ ACTION

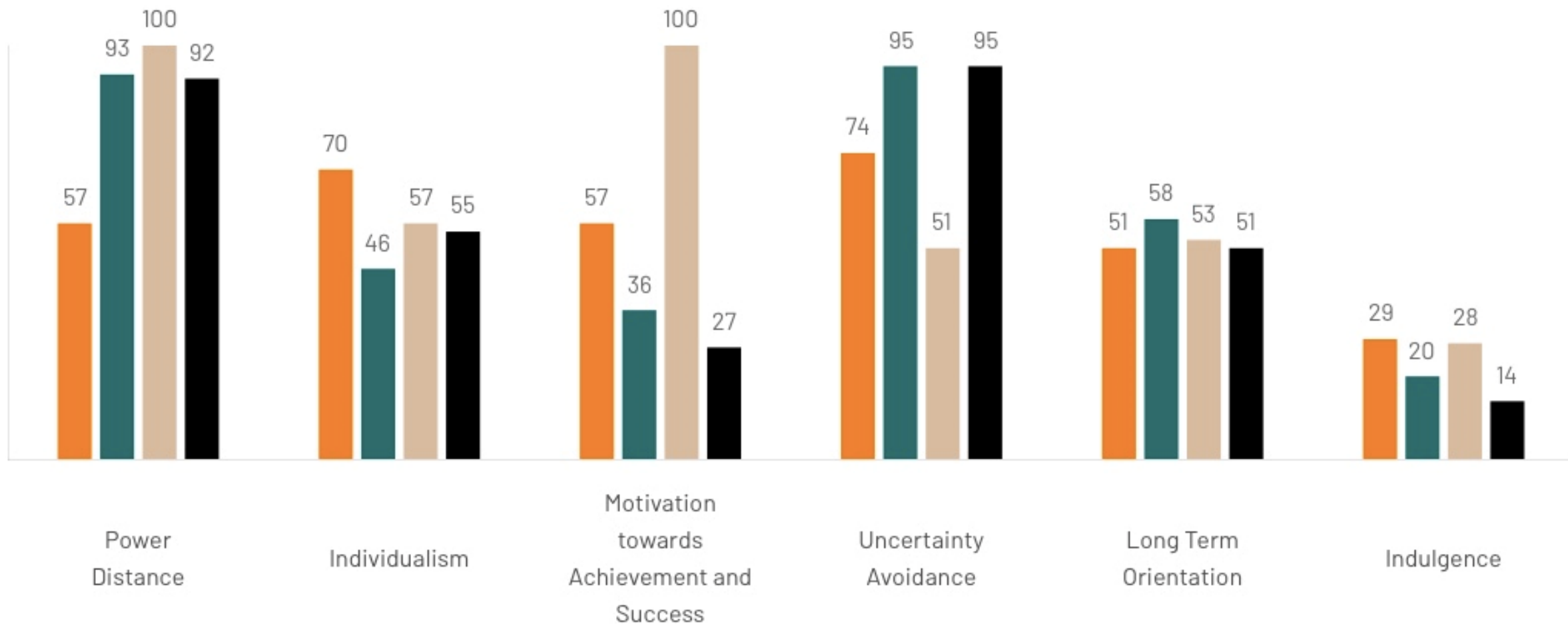
## CQ STRATEGY

Czech Republic ×

Russia ×

Slovakia ×

Ukraine ×





# CQ STRATEGY

Your awareness and  
ability to plan for  
multicultural  
interactions

# WHERE ARE YOU FROM?

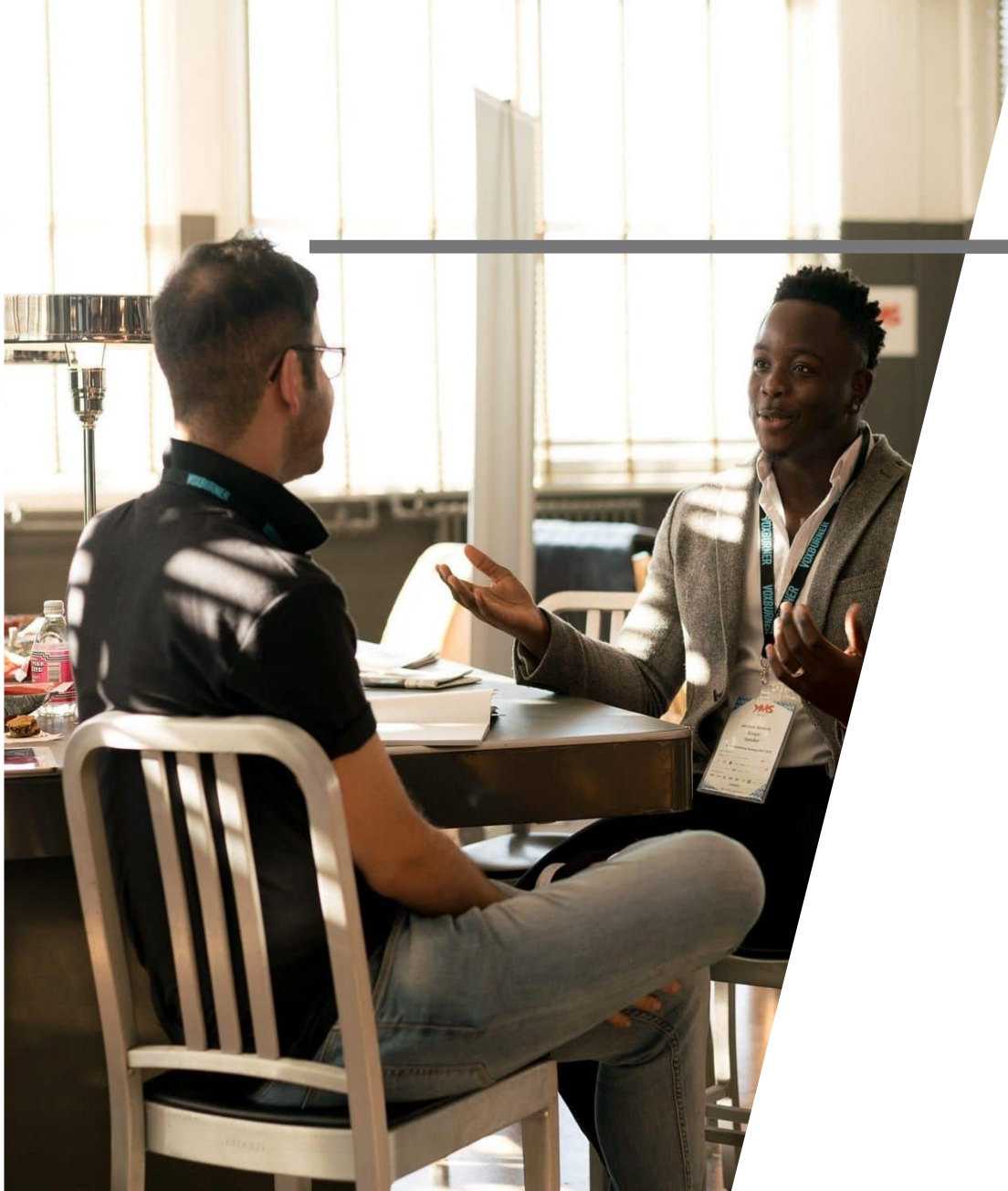




CQ ACTION:  
YOUR ABILITY TO ADAPT WHEN RELATING  
AND WORKING INTER-CULTURALLY



# ROLE-PLAY: NONVERBAL



- **Person A:** Talk about one of your favorite university courses and why you love them.
- **Person B:** Listen, but don't ever look your partner in the eye.

## TO ADAPT OR NOT?

When should you adapt to another culture and when is doing so inauthentic or worse yet, insulting? Ask the following questions to decide:



### IS IT A "TIGHT" OR "LOOSE" CULTURE?

Determine the culture's level of tolerance for people who deviate from preferred social norms.



### HOW CAN I BEST EXPRESS MY INTENTIONS?

Discover the behavior/s that will most effectively communicate what you wish to express.



### AM I COMPROMISING THE ORGANIZATION OR ME?

Know what values and convictions you're unwilling to compromise regardless of the culture.



### WILL RETAINING THE DIFFERENCES ACTUALLY MAKE US STRONGER?

Map the cultural differences and look for how to use them to create better solutions.

#### ASK YOURSELF...

- Does this culture emphasize conformity to their dominant social values and norms? ("tight")
- Does this culture welcome individuals behaving as they wish as long as it doesn't infringe upon someone else? ("loose")

#### ACTION STEP...

The tighter the culture, the more you should consider adapting.

#### ASK YOURSELF...

- Are the behaviors you would typically use to express this intention going to communicate the same thing in this context? (e.g., some express respect via blunt communication and others by saving face).

#### ACTION STEP...

Come back to the goal and ask whether the policy, practice, or behavior accomplishes that goal in this cultural context.

#### ASK YOURSELF...

- Would you be compromising your health or religious beliefs to participate?
- Will this adaptation compromise any organizational policies?

#### ACTION STEP...

- Determine your non-negotiables ahead of time and plan accordingly.
- Anticipate the consequences of not adapting and see if there are other ways to compensate.

#### ASK YOURSELF...

- How can we leverage the cultural differences?
- What's my plan for integrating the differences?

#### ACTION STEP...

Create a fusion approach that brings together the best of each culture involved.

SELF-  
REFLECTION  
AND  
FEEDBACK



# IMPACT OF CQ

- TRUST
- INNOVATION
- IDEA SHARING
- PROFITABILITY
- PRODUCTIVITY
- COST-SAVINGS
- LEADERSHIP EFFECTIVENESS
- NEGOTIATION EFFECTIVENESS
- JUDGMENT & DECISION-  
MAKING



# 3 STEPS TO BEGIN YOUR CQ JOURNEY



1. Get to know your own cultural values and why they are important to you.
2. Get to know the cultures of the people you interact with.
3. Challenge yourself to follow the guidelines outlined by the 4 CQ capabilities during your interactions and when making decisions.



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Contact Information:

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Phone: (+1) 214-862-4141

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