

Cultural Intelligence

Cultural Intelligence or CQ, is the ability to successfully manage cultural differences, to work and most importantly, perform across cultures.

It is the knowledge or understanding of how a person from a particular country, race, religion, etc. lives and behaves, and how this affects the way they behave towards and do business with people from different backgrounds.



The value of CQ in Business

- Minimize costly miscommunication related issues due to cultural differences
- Better results and improved performance as a result of better communication
- Practicing CQ can harness diverse perspectives being a catalyst for creativity and innovation



Tips to Develop CQ

- Start by cultivating cultural self awareness. Identify your cultural values, behaviors, and patterns
- Cultivate cultural awareness through language immersion, food, culture (music & movies, for instance), and history
- Socialize with people from different cultures regularly, off and online
- Be curious... **all the time!**
- Practice empathy
- Embrace and highlight multiculturalism



Expats and CQ

Expats within a company are optimal ambassadors for diversity. They bring awareness to cultural behaviors and patterns when working in their new destination. To overcome differences and drive performance they must create and encourage open collaborative teams highlighting diversity rather than shying away from it. In time, this practice will help in the development of CQ within the company.

