



Cultural Intelligence (CQ): the nr 1 predictor of your success in the borderless world

Globalization is lunging forward with racing speed. Businesses of all sizes are crossing international borders to compete. The workforce is becoming increasingly diverse. And all indicators suggest these trends will continue for the next several decades.

What's the difference between individuals and organisations that succeed in today's globalized, multicultural world and those that fail?

70% The number of international ventures that fail due to cultural differences

60% The amount of growth General Electric calculates will come from their development world revenues

\$700,000 The first year expense of relocating an expat, many of whom fail

90% The number of leading executives from 68 countries who named multi-cultural leadership as their top management challenge

People possess multiple intelligences. IQ refers to our general mental ability which we use for problem solving. Managing feelings and emotions is a domain of our emotional intelligence (EQ). However, these two do not necessarily make us effective in situations characterized by cultural diversity. It is our Cultural Intelligence (CQ) that steps in.

Cultural intelligence is the capability to function effectively across national, ethnic, and organizational cultures. It becomes a critical individual capability of a global executive – it enhances personal performance and facilitates interpersonal interactions. Ultimately, it impacts the organization's effectiveness across cultural borders.

And it's a capability anyone can develop!

Cultural intelligence was developed as a concept to provide an overarching theoretical framework to tie together the numerous intercultural models into an academically valid way of conceptualizing and measuring the capability of cultural competence.

Everyone has a cultural intelligence quotient (CQ), a score derived from a validated instrument now used by academics, consultants, and managers around the world.

Intelligent Mindsets views Cultural Intelligence as a resource for handling the challenges that internationalization of business comes with.

We support executives facing leadership challenges associated with realities of internationalization such as

- Managing cross-border ventures
- Managing a foreign subsidiary
- Work with own and independent dealerships abroad
- Integration processes with M&A
- Managing cultural diversity at a workplace

We also provide education and training of expatriate managers with cross-border relocation.



Cultural intelligence (CQ) can also be seen as a catalyzer of the leaders' mindset development - intelligent inquiry in the person's cross-cultural experiences strengthens the mind's agility and increases its capacity. Like other capabilities, CQ develops with experience and practice; its development can be aided.

Intelligent Mindsets offers the only evidence-based and validated CQ assessments in the world. With this as a base, we will design your personal CQ development plan.

Individuals and organizations that assess and develop CQ are experiencing many important outcomes, including:

- More effective cross-cultural adjustment
- Enhanced job performance
- Improved personal wellbeing
- Profitability, Cost-Savings, and Efficiency

The following assessments are available:

- CQ Multi-Rater Assessment (360°)
 - CQ Self-Assessment
- Individual Cultural Values Inventory

Additional CQ assessments available for classroom use, study abroad, and short-term missions.

www.intelligentmindsets.com