

Cultural Intelligence (CQ) Assessment

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CQ can be learned and developed by most anyone.

It offers leaders an overall repertoire and perspective that can be applied to a myriad of cultural situations

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People have long understood that success in today's globalized economy requires cultural awareness and an ability to adapt to different cultures. Now research indicates that this kind of awareness and capability can be measured and evaluated. It's quantified as your **cultural intelligence (CQ)**.

CQ is the capability to function effectively in a variety of national, ethnic, and organizational cultures. It is similar to IQ and EQ in that it measures a set of capabilities necessary to be successful, both personally and professionally. But CQ is unique because it focuses specifically upon the skills and capabilities needed to succeed internationally and in multicultural domestic contexts.

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

Intelligent Mindsets offers the only evidence-based and validated CQ assessments in the world. The following assessments are available:

CQ Multi-Rater Assessment (360°)

This is the most accurate measure of CQ because it combines self-inventory with feedback from others. Participants and their observers can complete the surveys online. Upon completion, participants receive a personalized feedback report that includes:

- Personal Scores in the 4 CQ capabilities (Drive, Knowledge, Strategy, Action)
- Observer Feedback for the 4 CQ capabilities
- A comparison of how the participant scored compared to CQ worldwide norms
- Feedback on the individual's Cultural Values orientation
(e.g. the participant's personal preferences regarding values such as individualism vs. collectivism, high vs. low uncertainty avoidance, etc.)
- A developmental plan for improving CQ

CQ Self-Assessment

This assessment is a self-inventory of CQ in the four capabilities. Participants complete the assessment online and receive a feedback report with their personal scores and suggestions for improving their CQ.

Individual Cultural Values Inventory

Individuals receive feedback on their personal preferences in 7 cultural values (e.g. individualism vs. collectivism, cooperative vs. competitive, time orientation etc.)

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

The assessments are developed by the Cultural Intelligence Center, East Lansing, MI, and can be commissioned by CQ Certified Facilitators.