

Why Leaders Need Cultural Intelligence

(adapted from Forbes Magazine 2015)



IQ, EQ now **CQ**? As globalization has rendered the business environment more complex, dynamic, and competitive, the ability to function effectively in different cultural contexts, called Cultural Intelligence (CQ), has never been more important for organizations.

Employees who possess a high level of cultural intelligence play an important role in **bridging divides** and knowledge gaps in an organization: educating their peers about different cultures; **transferring knowledge** between otherwise disparate groups; helping to **build interpersonal connections** and smooth the interpersonal processes in a multicultural workforce.

Culturally intelligent employees can also **spearhead innovation** and creativity, due to their ability to integrate diverse resources and help the business make best use of the multiple perspectives in the workplace. It goes without saying too that your workforce diversity should closely reflect the diversity of your global customer base so your organization can stay **flexible and adaptable** to meet customer needs.

Presentation:

In this presentation, we will find out what it means to be culturally intelligent and get a brief overview of the ten cultural value dimensions around the world. We will then focus on:

- A short audience discussion about your organizational culture (D & I practices)
- Roleplaying a team meeting with members from diverse backgrounds
- Responses to a scenario about a car accident, which highlights a cultural dilemma
- Debriefs after each activity to distil important learning points

Bio:

Christina helps export-oriented organizations and leaders gain a competitive edge through bridging gaps in communication styles and mindsets when working on international teams and leading across cultural divides. She has delivered leadership coaching and workshop training to banks, insurance companies and manufacturing firms. She is certified to deliver the Marshall Goldsmith suite of tools: Stakeholder-Centred Coaching & Global Leader of the Future. Being Malaysian, she has grown up in a multicultural society composed of Malays, Chinese and Indians, who compose the 3 largest cultural/ethnic groups on the Asian continent and can well relate to the meaning of “crossing cultures” in its deepest sense.

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