

# Using Cultural Intelligence (CQ®) to Create Better Solutions

Private University  
Enhances Student CQ  
Over Four Years



## CHALLENGE

A prestigious private university wanted to help students increase and apply their Cultural Intelligence (CQ).

# SOLUTIONS

A team of instructors at this university designed a **multi-year program** so that all freshmen were introduced to CQ, completed CQ Pre-Assessments (T1), received personal feedback reports, and participated in annual refresher activities reminding them to continue working on strengthening and applying their CQ capabilities. In their senior year, students also completed the CQ Post-Assessment (T2) and received personal feedback reports that compared their T1 and T2 CQ scores.

## 1 HOMEWORK

- Students completed the CQ *Assessment* and received personal feedback reports that guided them through the process of creating a personal development plan designed to help them apply their CQ strengths and enhance their weaker CQ capabilities.

## 2 IN-CLASS ACTIVITIES

- Class instructors helped students understand their feedback reports and encouraged them to set goals to enhance their CQ.

## 3 ANNUAL REFRESHER ACTIVITIES

- Students participated in a variety of refresher activities during their sophomore, junior, and senior years.

## 4 TIME 2 ASSESSMENT (FOUR YEARS LATER)

- Students completed the CQ *Assessment* again and received personal feedback reports comparing their T1 and T2 CQ scores.

## 5 TIME 2 ANALYSIS

- The CQ Center analyzed the T1-T2 CQ scores of the students (n=93).

# RESULTS

Results of paired T1-T2 t-tests demonstrated **significant increases** in all four CQ capabilities:



**CQ Drive** increased by 7%



**CQ Strategy** increased by 9%



**CQ Knowledge** increased by 15%



**CQ Action** increased by 14%

# ABOUT THE CULTURAL INTELLIGENCE CENTER

The Cultural Intelligence Center is an innovative, research-based training and consulting firm that draws upon empirical findings to help organizations and individuals around the world assess and improve Cultural Intelligence (CQ®)—the ability to work effectively with people with different nationalities, ethnicities, age groups, and more. We provide you with innovative solutions that improve multicultural performance based on rigorous academic research. Visit [culturalQ.com](http://culturalQ.com) to learn more.

## THE CULTURAL INTELLIGENCE CENTER: A CERTIFIED WOMEN’S BUSINESS ENTERPRISE



The Cultural Intelligence Center is certified as a Women’s Business Enterprise by the Women’s Business Enterprise National Council (WBENC), the nation’s largest third-party certifier of businesses owned and operated by women.


We recognize the commitment to supplier diversity that is embraced by corporations and government agencies today. We can add diversity to your supply chain.

## CONTACT US

With experts around the world, we have teams of professionals ready to help you develop creative solutions and/or deliver training and consulting services wherever you need them.

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