

Using Cultural Intelligence (CQ®) to Create Better Solutions

Undergrads Better
Prepared for Global
Careers



CULTURAL
INTELLIGENCE
CENTER

CHALLENGE

Although this university has a highly esteemed business school, administrators realized (based on an accreditation review) that they did not have a tangible means to assess and develop intercultural competence and global skills among their students.

SOLUTIONS

The CQ Center worked with this business school to develop a **leadership program for all undergraduates** that would integrate with existing curriculum and programs. The program was designed as follows:

1 1ST YEAR: PERSONAL IDENTITY

Students began the program during their second year of university. The first year of the three-year CQ program focused on helping students understand their own cultural identity.

- Students completed the *CQ Assessment* and attended a debrief session on the meaning of their results.
- Students created a personal CQ Development Plan that focused on improving their CQ over the next year.
- Students were challenged to identify 3-5 classmates who had different cultural backgrounds and worked on a leadership challenge together.

2 2ND YEAR: INTEGRATE AND APPLY CQ

- Students completed an intercultural immersion (study abroad, internship, etc.)
- Students prepared for their immersion experience by drawing on their *CQ Assessment* results.
- Students wrote an after-action report to transfer learning from the immersion experience to future goals.

3 3RD YEAR: CQ FOR WORK

During the final year of the program, students focused primarily on how they could apply their CQ in the interviewing process and during their first job experiences after graduation.

- Students completed the *CQ Assessment* again.
- Students attended a debrief session on the meaning of any changes in their CQ scores and how they could apply CQ on the job.
- Students created a CQ Action Plan focused on preparation for interviews, future studies, etc.

RESULTS

- During the second year of the program, the business school described the results as promising.
- Students were highly engaged in the program and reported a higher level of assimilation among students who had different cultural backgrounds.
- Career service counselors reported that students were better able to articulate the connection between intercultural immersion experiences and the kinds of jobs they hoped to have after graduation.

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 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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