

Using Cultural Intelligence (CQ[®]) to Create Better Solutions

CQ in the Classroom at
Queensland University
of Technology (QUT)
Business School



CHALLENGE

Queensland University of Technology (QUT) is a public university in Brisbane, Australia with 50,800 (2019) students across undergraduate, postgraduate, and non-award programs. The QUT Business School has long recognized the need to prepare students for work in the increasingly globalized work environment.

Most Australian employers report that university graduates are ill-equipped to work with people from different cultural backgrounds. QUT is determined to change that with their graduates.

SOLUTIONS

In 2015, the QUT Business School developed a course called Bridging Cultures. The course was designed to **prepare students for work in globalized, multicultural work environments**. The course provided theoretical frameworks for understanding and interpreting differences in cultural behavior and communication, together with developing students' Cultural Intelligence (CQ). In addition, as part of a four-year degree, students were required to complete one year overseas.

The QUT Business School worked with the CQ Center to develop **CQ interventions that integrated with existing curriculum**, including:

- **Cultural Insight Presentation:** Due in class prior to cultural immersion program (30% of the unit grade)
- **CQ Report & Reflection on CQ Pre-Assessment Results:** Due in class prior to cultural immersion program (30% of the unit grade)
- **Reflective Journal:** Due four times during cultural immersion program on CQ Pre/Post Assessment results (40% of the unit grade)

RESULTS

Comparing CQ Pre/Post Assessment results, all 132 students showed significant improvement in CQ Drive, CQ Strategy, and CQ Action. Qualitative insights revealed that 83% of students had the greatest increase in CQ Drive, signaling **improvement in their self-confidence and resilience for working in diverse settings**. This is an important finding given that some research notes the difficulties of building resilience in the classroom.

In addition, students overwhelmingly noted that the exchange experience, combined with exposure to CQ, **enhanced their intrinsic motivation and subsequent desire to learn more about multicultural contexts**. Students valued the inclusion of CQ in the program and were highly satisfied with the course (4.6 out of 5.0). Specifically:



Learning how individual behavioral preferences and CQ capabilities influence attitudes and behaviors



Developing their skills and strategies for dealing with cultural challenges



Increasing their CQ capabilities



Enhancing their sense of comfort for a career in culturally diverse situations

The improvement in CQ is especially important given that research demonstrates that CQ predicts job performance in culturally diverse environments.

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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