

# CQ Report

MY CULTURAL INTELLIGENCE SCORES (YOUTH)

**PREPARED FOR:** Jaime Smith

August 2025



# 1. What is CQ?

Cultural Intelligence (CQ) is a person's capability to function effectively in a variety of cultural contexts - both internationally and domestically.

In our own cultures, we usually have an idea of what's going on around us because we have a wealth of information, most of which is subconscious, that helps us make sense of what we experience and observe. When we interact with individuals who have a different cultural background, the same cues may mean something entirely different.

## CQ CAPABILITIES

There are four primary CQ capabilities.



### CQ DRIVE

Your level of interest, persistence, and confidence during multicultural interactions.



### CQ KNOWLEDGE

Your understanding about how cultures are similar and different.



### CQ ACTION

Your ability to adapt when relating and working in multicultural contexts.



### CQ STRATEGY

Your awareness and ability to plan for multicultural interactions.

# 2. CQ Profile

This page summarizes your scores in terms of percentiles. The graphs allow you to determine the relative strength of your CQ capabilities.



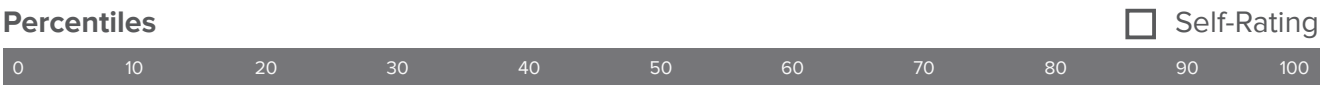
**Very Low:** Scores in the light gray band are very low (1st - 10th percentiles).

**Low:** Scores in the medium gray band are low (11th - 30th percentiles).

**Moderate:** Scores in the dark gray band are moderate (31st - 70th percentiles).

**High:** Scores in the light orange band are high (71st - 90th percentiles).

**Very High:** Scores in the dark orange band are very high (91st - 100th percentiles).



## CQ DRIVE



## CQ KNOWLEDGE



## CQ STRATEGY



## CQ ACTION



## OVERALL CQ



### 3. CQ Drive

CQ Drive is the extent to which you are energized and persistent in your approach to multicultural situations. It includes your self-confidence in your abilities as well as your sense of the benefits you will gain from multicultural interactions.



☐ Self-Rating

#### WHAT DOES HIGH CQ DRIVE LOOK LIKE?

Individuals with high CQ Drive are motivated to learn and adapt to new and diverse cultural settings. Their confidence in their adaptive abilities influences the way they perform in multicultural situations.



#### CQ DRIVE OVERALL



#### WHAT DOES YOUR SELF-RATING REVEAL?

Compared to the worldwide norms, you scored in the bottom 30% of all who have completed the CQ self-assessment. This represents a low score for CQ Drive.

Your score indicates that your level of interest in other cultures is lower than the average score. You tend not to seek out people from different cultures, and you may not be confident in multicultural interactions. Ask yourself: What can I do to become more interested in cultural diversity? How can I become more curious about people who are different from me? Make a conscious effort to see the value of cultural differences.

#### REFLECT

What is your level of motivation for adapting to new cultural situations?

---

---

---

## 4. CQ Knowledge

CQ Knowledge is the degree to which you understand how culture influences how people think and behave and your level of familiarity with how cultures are similar and different.



☐ Self-Rating

### WHAT DOES HIGH CQ KNOWLEDGE LOOK LIKE?

Individuals with high CQ Knowledge have a rich, well-organized understanding of culture and how it affects the way people think and behave. They possess a repertoire of knowledge of how cultures are similar and how they are different. They understand how culture shapes behavior.



### CQ KNOWLEDGE OVERALL



### WHAT DOES YOUR SELF-RATING REVEAL?

Compared to the worldwide norms, you scored in the bottom 30% of all who have completed the CQ self-assessment. This represents a low score for CQ Knowledge.

Your score indicates that your knowledge about other cultures is lower than the average score. You tend not to learn about other cultures, and you may not pay attention to cultural differences. Ask yourself: What can I do to become more knowledgeable about cultural differences? How can I learn more about people who are different from me? Make a conscious effort to increase your understanding of other cultures.

### REFLECT

What is your understanding of cultural similarities and differences?

---

---

---

# 5. CQ Strategy

CQ Strategy is the extent to which you are aware of what's going on in multicultural situations and the extent to which you check and plan accordingly.



## WHAT DOES HIGH CQ STRATEGY LOOK LIKE?

☐ Self-Rating

Individuals with high CQ Strategy think about multicultural interactions before and after they occur. They plan ahead, check their assumptions and expectations during interactions, and reflect on experiences later. This refines their mental maps and enhances strategies for effective interactions.



### CQ STRATEGY OVERALL



## WHAT DOES YOUR SELF-RATING REVEAL?

Compared to the worldwide norms, you scored in the middle 40% of all who have completed the CQ self-assessment. This represents a moderate score for CQ Strategy.

Your score for being strategic in multicultural contexts is comparable to the average score. You have a moderate tendency to be strategic in multicultural situations, and you tend to notice, plan for, and adjust to multicultural differences. You are aware of how culture influences your own thoughts and behaviors and you are also aware of how culture influences the thoughts and behaviors of others. But you can become more strategic. Ask yourself: What can I do to be more strategic in my multicultural interactions? How can I take more time to plan ahead and check on how things are going during multicultural interactions? Make a conscious effort to become more strategic in multicultural situations.

## REFLECT

What is your level of awareness during intercultural encounters?

---

---

---

## 6. CQ Action

CQ Action is the extent to which you act appropriately in multicultural situations. It includes your flexibility in verbal and nonverbal behaviors and your ability to adapt to different cultural norms.



☐ Self-Rating

### WHAT DOES HIGH CQ ACTION LOOK LIKE?

Individuals with high CQ Action translate their CQ Drive, CQ Knowledge, and CQ Strategy capabilities into action. They possess a broad repertoire of verbal behaviors, nonverbal behaviors, and speech acts, which they apply to fit a specific context. They know when to adapt and when not to adapt.



### CQ ACTION OVERALL



### WHAT DOES YOUR SELF-RATING REVEAL?

Compared to the worldwide norms, you scored in the bottom 30% of all who have completed the CQ self-assessment. This represents a low score for CQ Action.

Your score indicates that you are lower than the average score for behavioral flexibility in multicultural situations. You tend to use the same approach to interactions regardless of the cultural background of those involved and, you may sometimes act in ways that are culturally inappropriate. Ask yourself: What can I do to become more flexible so that my actions fit specific cultural contexts? How can I practice flexibility? Make a conscious effort to try new behaviors that are appropriate to a novel cultural context.

### REFLECT

To what degree do you adapt your behavior in different cultural situations?

---

---

---

# 7. Development Plan

Your CQ is not fixed. With some simple but intentional goals and strategies, you can enhance your CQ. The next few pages give you a chance to reflect on some of your multicultural challenges and opportunities and your CQ feedback.

## TODAY

Describe Cultural Intelligence in your own words.

---

---

## YOUR STRONGEST CQ CAPABILITIES

Your strongest CQ capabilities are the ones with the highest percentiles.

**Your top two self-rated CQ capabilities are:**

**CQ STRATEGY AND CQ DRIVE**

What can you do this week to build on one of these strengths?

---

---

What can you do this next month to build on one of these strengths?

---

---

How can these strengths help you improve your multicultural effectiveness?

---

---

---



## YOUR WEAKEST CQ CAPABILITIES

Your weakest CQ capabilities are the ones with the lowest percentiles.

**Your bottom two self-rated CQ capabilities are:**

**CQ ACTION AND CQ KNOWLEDGE**

What can you do this week to strengthen one of these multicultural capabilities?

---

---

What can you do this next month to strengthen one of these multicultural capabilities?

---

---

How might these weaknesses be limiting your multicultural effectiveness?

---

---

## ENHANCING YOUR CQ

Here are some ideas of things you can do to enhance your CQ

### INTERCULTURAL EXPERIENCES

Experiencing a novel culture first-hand is an excellent way to enhance your CQ. List some examples of new intercultural experiences you could experience (possible ideas: international travel, study abroad, spending time with people in your school and neighborhood from different ethnic and religious backgrounds, talking to people who have different interests from you, attending a cultural event or celebration that is based on a novel culture).

### JOIN A MULTICULTURAL TEAM

Get involved with a multicultural team at school, or work as a volunteer in your neighborhood, etc. Pay special attention to differences in people's assumptions and how this may be influencing their behavior and interactions. Discuss your observations with at least one other person and see if your interpretations are similar.

## **EDUCATION**

Take a class in anthropology, history, or cultural intelligence. Take some language lessons or study another language using the internet. Read books about other cultures. Use the web to explore a novel culture and share what you learn with a friend. Read one of the many books about cultural intelligence.

# 8. Research Basis of CQ

## THE RESEARCH BASIS FOR ASSESSING CULTURAL INTELLIGENCE

Cultural Intelligence is conceptualized as a multi-dimensional construct based on application of Robert Sternberg's integrative theoretical framework of different "loci" of intelligence. The dimensions of Cultural Intelligence represent qualitatively different aspects of the overall capability to function and manage effectively in culturally diverse settings.

### CULTURAL INTELLIGENCE IS...

Cultural Intelligence is a malleable capability that can be enhanced by multicultural experiences, training and self-awareness programs, travel, and education.

- Cultural Intelligence is distinct from stable individual differences such as personality, which describe what a person typically does across time and across situations.
- Cultural Intelligence is also different from emotional intelligence because it focuses specifically on capabilities in multicultural contexts.

Cultural Intelligence has predictive validity over and above demographic characteristics, personality, general mental ability, emotional intelligence, cross-cultural adaptability inventory, rhetorical sensitivity, cross-cultural experience, and social desirability.

The Cultural Intelligence Scale has excellent psychometric properties.

- Published scholarly research demonstrates the factor structure of the scale is stable across samples, across time, and across cultures.
- In addition, self-rated scores are positively correlated with observer rated scores, and multi-trait multi-method analysis supports the convergent and discriminant validity of the scales.
- Reliabilities of the four factors and sub-dimensions exceed the standard cut-off of .70.

Most important, research demonstrates that Cultural Intelligence predicts adjustment, well-being, cultural judgment and decision-making, and task performance in culturally diverse settings.

Visit [culturalQ.com/research](https://culturalQ.com/research) for more information.

[illegible]

