BECOMING A GLOBAL LEADER

WEBINAR

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TUESDAY, MAY 28, 2019
Who is this for?

- Expats or Immigrants
- Working with a diverse team (Local or Remote)
- Serving or Selling to a diverse market
- Want to be successful professionally and personally
Agenda

● The world today
● What is Cultural Intelligence (CQ)
● Why is it relevant?
● Three ways to develop your CQ
● Q&A
● Closing remarks & Special Surprise
Hungary
Algeria
Canada
The World Today
Increasing Diversity

In and around the workplace
Big cities, small towns
Advances in Technology

Easier and cheaper to travel and communicate
Human connections still rule

- For getting the job done
- To get ahead professionally
Diversity Challenges

- 70% of international ventures fail
- 50% of expat assignments end early
- Lots of frustration & miscommunication in diverse teams
- Damaged careers and billions in lost
Diversity Advantages

McKinsey & Co.: Ethnically diverse companies are 35% more likely to outperform their peers

Catalyst Research: Organizations with women on their board outperform their peers
Diversity Advantages

**Deloitte Australia**: Inclusive teams outperform their peers by 80% in team based assessments.

A diverse team led the right way **outperforms** homogeneous teams.
What do you need to be successful?
Cultural Intelligence (CQ)

What is Cultural Intelligence?
Why is it Important?
What is Cultural Intelligence (CQ)?

It is the ability to relate to and work effectively across cultures

- Not something that comes automatically
- Not based on where you live or work
- **Anyone can become culturally intelligent**
With High CQ

- Better judgement, creativity and innovation
- Better job opportunities, raises
- Global network with more professional opportunities

- Understands the differences and similarities between cultures; what’s different is an opportunity to learn
The Status Quo

- Frustration and confusion, wasted time
- Coming across as ignorant and self centered
- Costly PR disasters, faux-pas and poor decisions
- Views differences as something to fear
Don’t take my word for it

“CQ is the number one predictor of your success in today’s borderless world”

- David Livermore, PhD.
CQ is the new EQ

A little known super power.
Why is it Relevant?

Differences in communication style, leadership preferences, values and attitudes impacts leadership effectiveness.
Understanding Differences
How are people different?

What is Culture?

Values and attitudes that are shared by a group of people.
3 Levels of Behavior

Universal

Cultural

Personal
What is a good leader?

What’s a good follower?
How do you communicate?

Direct or indirect?
Are you truly inclusive?

Do you give everyone a voice?
Developing CQ

Three powerful ways to start
1. Get to know yourself

Who are you really?
Fish can’t see water

Our own culture simply seems natural.
Perception

How we **perceive** something **depends on our culture**
Bias

Prejudice held about a person or group of people, it could be positive or negative but is always deemed unfair.
Unconscious Bias

A stereotype held outside of one’s conscious mind.

Often in conflict with consciously held values
Project Implicit

https://implicit.harvard.edu/implicit/
2. Be Curious

Something unexpected or frustrating?

Hold judgement and seek to understand.
Avoid Automatic Reactions

They almost always **lead to bad results.**
3. Seek Out Opportunities

New Experiences + Open mind = CQ
Build Rapport

Finding **common ground** = where **magic** starts

Relating **on** a **Human Level** vs **Checking the Box**
Do’s of Cultural Intelligence

● Learn about the culture you will be working with
● Check your assumptions
● Be flexible in helping your team bring their whole self to work
● Check in with the team regularly to get feedback
Don’ts of Cultural Intelligence

- Jump to **conclusions**
- Assume everyone likes to be **led** or is **motivated** the way you are
- Draw broad **generalizations**
- Expect all employees to conform to a **singular work culture**
Recap

- Diversity is increasing - it can be a liability or an asset
- Cultural Intelligence (CQ) is the key
- It’s the ability to relate and work across cultures
- Not automatic but anyone can develop their Cultural Intelligence (CQ)
Suggested Reading

**LEADING WITH CULTURAL INTELLIGENCE**

*The Real Secret to Success*

**THE CULTURE MAP**

*Decoding How People Think, Lead, and Get Things Done Across Cultures*

**FRANCE**

*The Essential Guide to Customs & Culture*
Q&A

What are your current challenges?

What would be possible if you developed your CQ?
In Closing

Approach new situations with: open mind, curiosity, humility and patience

It will change your life
Thank You

Special Free Training for #CUAlumni and friends

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