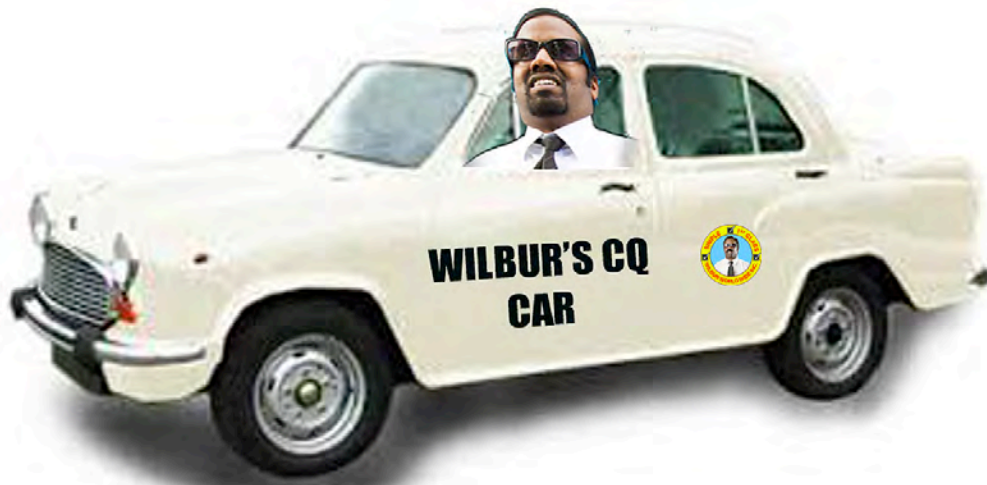


## TAKE A RIDE IN WILBUR'S CQ CAR CULTURAL INTELLIGENCE WITH WILBUR SARGUNARAJ



### EXPLORING CQ

**Definition:** CQ (Cultural Intelligence) is your ability to work with people from different cultures.

Let's use the analogy of a car to explain the four capabilities of CQ:

**CQ DRIVE:** Your interest to connect with someone from a different culture.

*You first need to want to drive a car.*

**CQ KNOWLEDE:** Your understanding on how cultures are similar and different.

*You need to understand how to drive the car. Every car has a different feel.*

**CQ STRATEGY:** Your ability to plan in light of your cultural understanding.

*You need to plan and be aware of your surroundings when you drive. (Use a map/GPS)*

**CQ ACTION:** Your level of adaptability when relating to a different culture.

*You need to drive appropriately for the conditions.*



### **HOW TO INCREASE YOUR CQ DRIVE**

Step out of your comfort zone (Face your bias)  
Interact with a culture that is difficult for you  
Eat food that you normally don't eat! Be honest in how you feel!  
Exercise humility! Not all people are energized by cross-cultural experiences

### **HOW TO INCREASE YOUR CQ KNOWLEDGE**

Find good information sources  
Watch movies, read novels, study a language, Learn dancing!  
Don't base your ideas about a culture in one interaction  
Don't be ethnocentric: Believing your culture is the best way

### **HOW TO INCREASE YOUR CQ STRATEGY**

Watch More  
Listen More  
Speak Less  
Don't Judge but ask the question "I wonder why that is?"

### **HOW TO INCREASE YOUR CQ ACTION**

Be aware of taboos  
Speak slowly  
Learn basic vocabulary  
Adjust your behavior

## EXERCISES AND QUESTIONS

### FIRST CLASS EATS (CQ DRIVE)

Watch the Wilbur “How to Eat insects video”

(Youtube <https://www.youtube.com/watch?v=ewSDQq4C27o>)

Give students the following scenarios:

***YOU ARE SERVED A PLATE OF FROG LEGS AND SNAKE***

***YOU ARE SERVED A CRISPY TARANTULA***

How would you feel? Be honest!

Ask them, which of the following responses is closest to yours

1. Disgusting! I cant eat that! (low CQ)
2. This is different! (moderate CQ)
3. This is new to me! How interesting! (high CQ)

Use this exercise as a way to discuss the very dramatic ways food can impact our CQ drive. (Interest in adapting to another culture) Invite their stories about some of the interesting and exotic foods they have encountered.



## THE TEN CULTURAL VALUES (CQ KNOWLEDGE)

An important strategy for increasing CQ Knowledge is understanding a core set of cultural values. Be careful not to stereotype an entire culture with these values as there will be people and subcultures within a larger culture that are exceptions to the norm. The terminology has been simplified for schools.

Get students to reflect and see which cultural value they have a difficult time relating to.

1. **INDIVIDUAL:** individual goals EX: Australia **VS** **GROUP:** Group goals and personal relationships EX: China
2. **LOW POWER:** Equality is important EX: Canada **VS** **HIGH POWER:** Status is important. EX: India
3. **AVOIDING UNCERTAINTY:** Planning and Predictability EX: Japan **VS** **EMBRACING UNCERTAINTY:** Flexibility and adaptability EX: United Kingdom
4. **COOPERATIVE:** Emphasis on Collaboration EX: Netherlands **VS** **COMPETITIVE:** Emphasis on achievement and competition EX: Germany
5. **SHORT TERM:** Values instant results EX: USA **VS** **LONG TERM:** Values long term results EX: South Korea
6. **DIRECT COMMUNICATION:** Emphasis on being direct and explicit EX: Canada **VS** **INDIRECT COMMUNICATION:** Emphasis on being indirect, reading between the lines EX: Japan
7. **BEING:** Emphasis on quality of life EX: Brazil **VS** **DOING:** Emphasis on being busy and meeting goals EX: USA
8. **UNIVERSALISM** everyone is treated equally ex: Nordic countries **VS** **PARTICULARISM** Some people are more important than others ex: India
9. **MONOCHRONIC** Events should happen in order ex: Germany **VS** **POLYCHRONIC** Working on multiple tasks at the same time ex: Sub Saharan Africa
10. **NEUTRAL** Reserved and non expressive ex: Britain **VS** **AFFECTIVE** – Express feelings very openly ex: Italy



## **THE EASTERN LATRINE (CQ STRATEGY)**

Watch the Wilbur Eastern Latrine or African Pit Latrine (Youtube)

*Eastern Latrine* <https://www.youtube.com/watch?v=dKkryfdtMNQ>

*African Pit Latrine*: <https://www.youtube.com/watch?v=pg6EVyxZM3g>

Awareness prepares us for adaptations needed in most cross cultural settings.

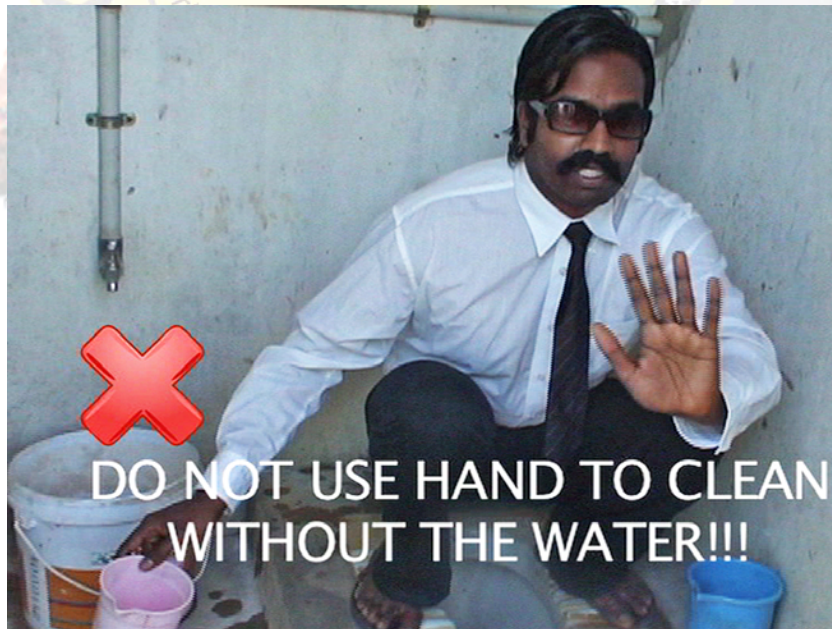
**WHY DO YOU THINK PEOPLE SQUAT IN MANY COUNTRIES WHEN USING A TOILET?**

**IS THERE A BENEFIT TO THIS METHOD?**

**WHAT DO YOU THINK OF PEOPLE WHO WOULD USE AN EASTERN/ INDIAN TOILET?**

**COULD YOU USE A TOILET IF YOU HAD NO TOILET PAPER AND ONLY WATER TO CLEAN?**

Use this exercise to remind them that CQ Strategy is stepping back from what we are doing and reflecting on it. Try not to rush into interpreting what's going on and always ask the question WHY! Remember CQ always watches, listens and is slow to speak!



## THE KISS (CQ ACTION)

Watch the “How to greet in Italy” video by Wilbur  
<https://www.youtube.com/watch?v=Nw7LA8R7mM8>)

WOULD YOU BE COMFORTABLE KISSING SOMEONE AS A GREETING??! WHY OR WHY NOT?

Use the following roleplay to practice different ways of communication. Have them choose a partner, one of whom will play the role of “A” and the other “B”

Assigned Topic (or your own)

***SHOULD MY SCHOOL ALLOW STUDENTS TO BRING SMARTPHONES INTO EVERY CLASS***

A: Look directly in your partners eyes while describing your opinion on the assigned topic.

B: Listen to your partner but don't respond in any way (verbally or nonverbally)

Give 60 seconds and then give them new roles

A: Look only at your partners neck while describing your opinion to your partner

B: Again, listen to your partner but don't respond in any way (verbally or nonverbally)

Have them discuss: How flexible was your behavior? How comfortable were you? What made this hard?

CQ Action is all about appropriately adapting and adjusting your behavior. Draw on your CQ to help you know when to adapt and when not to adapt. The key is not be perfect with your actions, words or behavior for every encounter. The key is to observe the behavior of others, reflect on it and learn when you should change your actions in response



## **THE OTHER**

In sociological terms, the term 'OTHER' is when a person views or treats someone as intrinsically different from oneself (ethnically, geographically, economically, ideologically, or otherwise).

WHO IS YOUR 'OTHER'?

WHY DO YOU FIND IT HARD TO RELATE TO PEOPLE FROM ANOTHER CULTURE?

I ENJOY INTERACTING WITH PEOPLE FROM DIFFERENT CULTURES. (YES/NO)  
WHAT IS YOUR REASON?

WHAT DO YOU THINK OF PEOPLE WHO SPEAK WITH ACCENTS?

DO YOU THINK THAT YOUR CULTURE IS THE BEST?

HOW COMFORTABLE WOULD YOU BE ADJUSTING YOUR BEHAVIOUR IN ANOTHER CULTURE?

WHAT ARE SOME HELPFUL BEHAVIOURS AND ETIQUETTE THAT YOU COULD EXPLAIN TO SOMEONE WHO JUST ARRIVED IN CANADA?

INCREASED TRAVEL DOES NOT MEAN INCREASED CQ!

## **WHY CQ**

Increasing our CQ will allow us to not only tolerate different cultures but embrace cultural differences and similarities and learn from them. In the end we will learn to engage with our 'other' and become culturally intelligent simple superstars!

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