

BECOMING A **GLOBAL LEADER**  
WEBINAR

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# 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





USA



# START UP



# 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.**

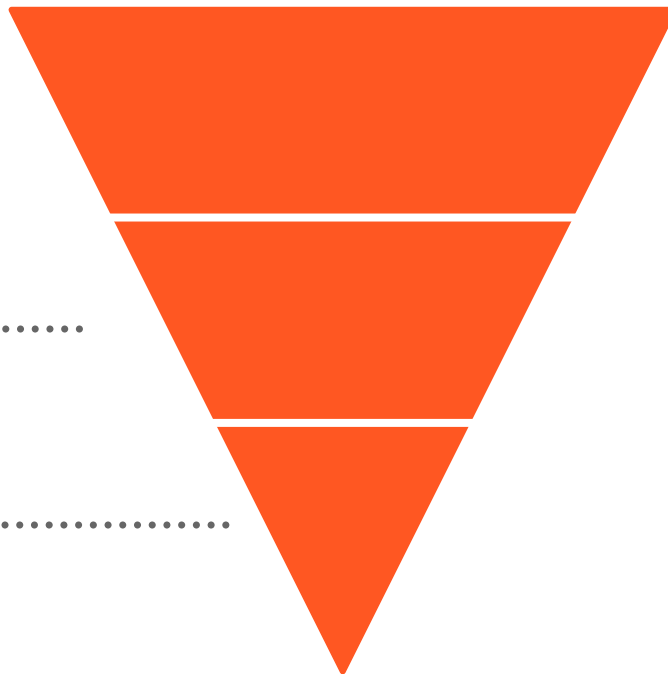


# 3 Levels of Behavior

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**

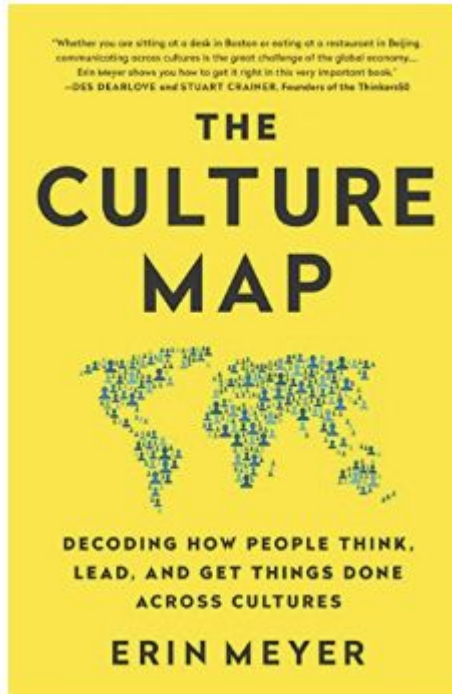
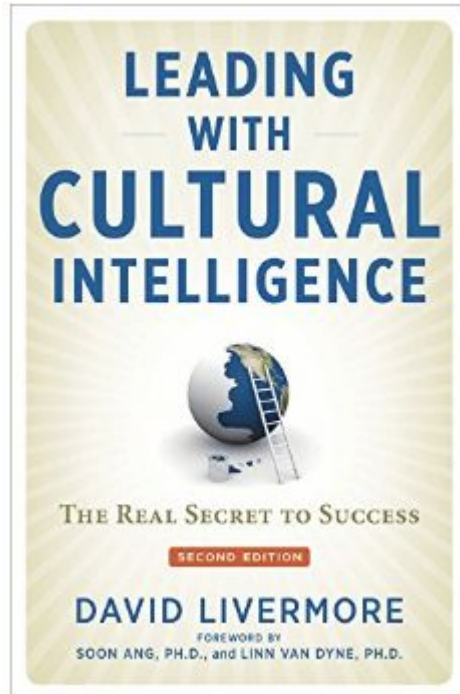
# Don'ts of Cultural Intelligence

- 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



# 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

**<http://cqsavvy.com/concordia>**

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