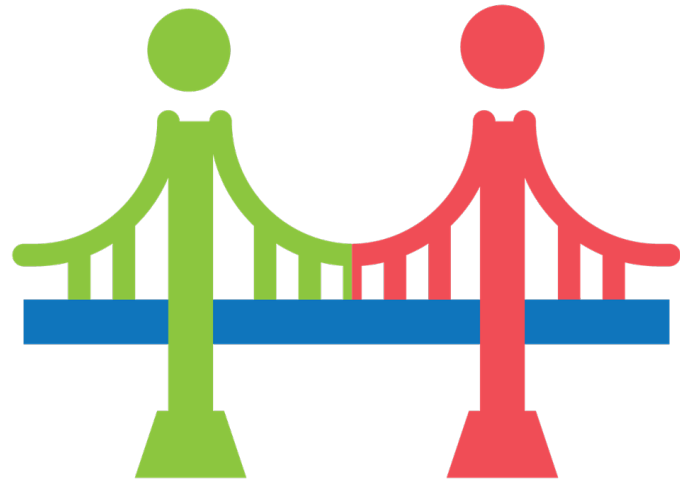




CULTURAL BRIDGES



CULTURAL BRIDGES

Engaging Young People and Youth Workers to develop their Cultural Intelligence for Diverse Online Communities

Topic:


Introduction to

Cultural

Intelligence



Learning objectives

Knowledge	Skills	Attitudes
<p data-bbox="224 329 815 601">Advanced knowledge of the concept of cultural intelligence and its importance in the context of a globalised world.</p> <p data-bbox="216 672 823 993">Advanced knowledge of key dimensions of cultural diversity, including but not limited to ethnicity, race, religion, language and socio-economic status.</p>	<p data-bbox="912 329 1480 544">Demonstrate the ability to recognise and appreciate cultural differences without judgment or bias.</p> <p data-bbox="886 615 1505 829">Develop effective communication strategies for interacting with people from diverse cultural backgrounds.</p> <p data-bbox="868 901 1523 1058">Apply cultural sensitivity and adaptability in various personal and professional settings.</p> <p data-bbox="919 1129 1472 1336">Explain the significance of tolerance, respect and inclusivity in intercultural interactions.</p>	<p data-bbox="1569 329 2125 422">Openness towards people from different cultures.</p> <p data-bbox="1582 501 2112 658">Willingness to learn from diverse perspectives and experiences.</p> <p data-bbox="1569 729 2125 993">Commit to promoting diversity, tolerance, and inclusivity in one's personal and professional life.</p> 

Key concepts



Cultural
Intelligence (CQ)

**Components of
CQ:** Cognitive,
Motivational,
Metacognitive,
and Behavioural
CQ

Developing CQ:
Strategies and
Practices

Cultural diversity:
ethnicity, race,
religion, language,
socio-economic
status.

Cultural intelligence

Cultural intelligence (CQ) refers to the capability to function effectively in culturally diverse settings.

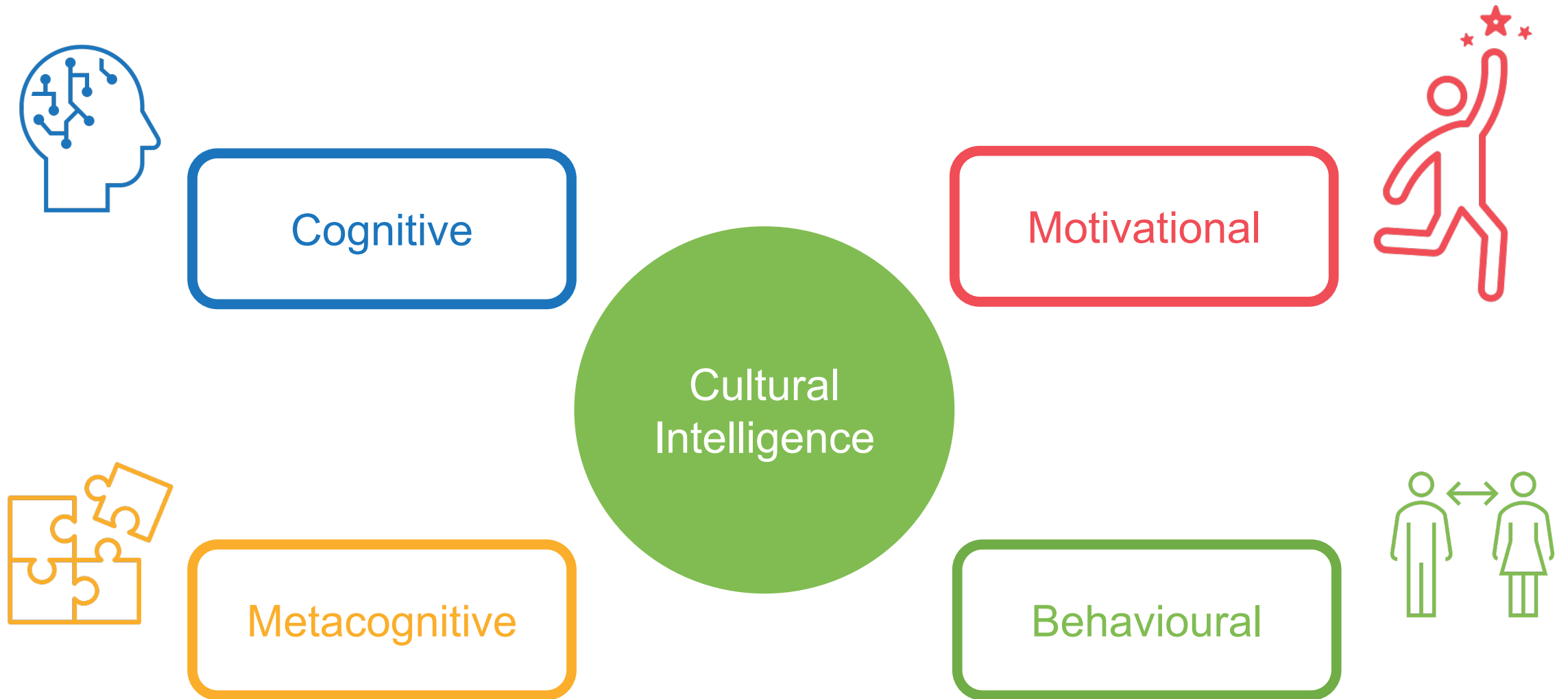
CQ is key for global interactions, multicultural teamwork and effective communication across cultures.

Why cultural intelligence matters:

- Enhances personal growth and empathy.
- Improves professional and organisational effectiveness.
- Key for navigating multicultural environments.



Cultural intelligence: components



The 4 components of cultural intelligence



Cognitive CQ (Knowledge)

Understanding norms, practices and conventions in different cultures.



What cultural differences might exist in this situation?

Examples:

Learning about cultural traditions and holidays.

Understanding social hierarchies and communication styles.

Understand

Learn

Recognise

Research

Analyse

Cognitive CQ: self-reflection



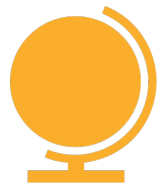
What cultural differences might exist in this situation?



Are there any cultural norms or values that could influence behaviour here?



How might these cultural factors impact the interactions and outcomes?



What can I learn about the cultural background of the people involved?



Have I taken the time to research the relevant cultural practices and beliefs?



Cognitive CQ development

Action points

- **Research:** Read books, watch documentaries about different cultures.
- **Cultural immersion:** Attend cultural festivals, try different cuisines.



Examples

- Reading "The Culture Map" by Erin Meyer.
- Participating in a Diwali celebration.



Watch this video to learn more about the different gestures around the world



Cognitive CQ: example

Situation: A U.S. student attends a university in Japan. The student notices that Japanese classmates rarely speak up in class discussions.

How Cognitive CQ helps: The student **researches** Japanese classroom etiquette and discovers that speaking up may be seen as disrespectful or showing off. They **learn** that in Japan, it's common for students to defer to the professor and only speak when invited.

Outcome: Armed with this **knowledge**, the student adjusts their expectations and **finds alternative ways** to engage with their classmates, such as group discussions and after-class meetings.



Motivational CQ (Drive)

Interest and confidence in functioning effectively in culturally diverse settings.



What steps can I take to engage more deeply with people from different cultures?

Examples:

Setting personal goals for cultural learning.

Seeking out diverse cultural interactions.

Commit

Engage

Persist

Adapt

Motivate

Motivational CQ: self-reflection

Commit

Engage

Persist

Adapt

Motivate

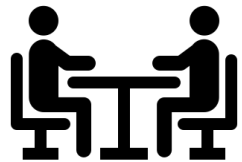
How committed am I to understanding and embracing cultural differences?



What challenges might I face, and how can I persist despite these obstacles?



What motivates me to develop my cultural intelligence further?



What steps can I take to engage more deeply with people from different cultures?



How willing am I to adapt my behaviour to be more culturally sensitive?



Motivational CQ development

Action points

- **Set goals:** Create personal goals for cultural learning.
- **Find role models:** Follow people successful in multicultural environments.



Examples

- Setting a goal to learn about one new culture per month.
- Following cultural influencers on social media.



If you need to find motivation to learn about other cultures, read this [article](#) by Marta Zielinska

Motivational CQ: example

Situation: An Australian volunteer works on a community development project in Kenya. The volunteer feels isolated and frustrated due to cultural differences and homesickness.

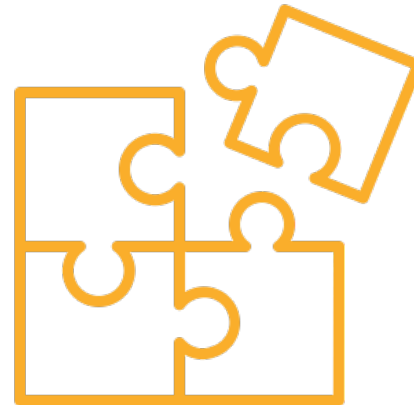
How Motivational CQ helps: Despite the challenges, the volunteer **sets personal goals** to learn Swahili and **engage more** with the local community. They join local events and **make an effort to understand** the community's traditions and values.

Outcome: The volunteer's genuine **interest and effort** in learning about the culture increases their motivation and improves their relationships with the community members.



Metacognitive CQ (Strategy)

Awareness and understanding of one's own cultural assumptions and perspectives.



How can I evaluate my interactions to better understand cultural impacts?

Examples:

- Reflecting on cultural experiences.
- Planning and monitoring cultural interactions.

Plan

Reflect

Evaluate

Anticipate

Strategise

Metacognitive CQ: self-reflection



Have I planned my approach to consider potential cultural differences?



How can I evaluate my interactions to better understand cultural impacts?



What strategies can I use to navigate cultural differences effectively?



How do my cultural assumptions and biases affect my behaviour?



What cultural misunderstandings might arise, and how can I anticipate them?



Metacognitive CQ development

Action points

- **Plan ahead:** Consider cultural differences before interactions.
- **Reflect:** Think about what went well and what could improve.



Examples

- Planning how to greet someone from a different culture.
- Reflecting on a recent cultural exchange.



To boost your metacognitive development, read this article by InnerDrive that offers 8 ways to develop metacognitive skills

Metacognitive CQ: example

Situation: A Canadian entrepreneur is working with a business partner from India. During negotiations, the entrepreneur notices differences in communication styles and decision-making processes.

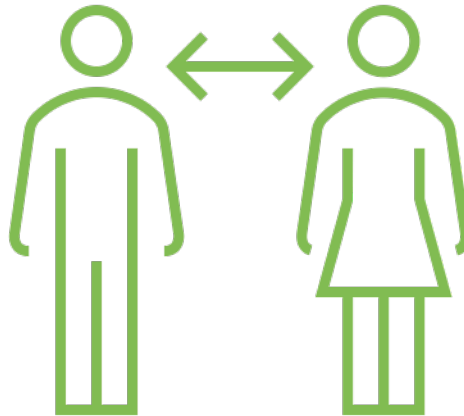
How Metacognitive CQ helps: The entrepreneur takes time to **reflect on** their own cultural biases and assumptions. They **plan strategies** for future meetings, considering how to communicate more effectively and respect cultural differences. Before each meeting, they **think about** potential cultural differences that could impact the discussion and **prepare** accordingly.

Outcome: The entrepreneur's **reflective and strategic approach** leads to smoother negotiations and a more successful partnership.



Behavioural CQ (Action)

Ability to adapt verbal and non-verbal behaviours to different cultural contexts.



What can I observe about others' behaviours to better understand their cultural context?

Examples:

Adjusting communication styles.

Adapting body language and gestures.

Adapt > Demonstrate > Communicate > Implement > Observe

Behavioural CQ: self-reflection

Adapt

Demonstrate

Communicate

Implement

Observe

How can I adapt my behaviour to be more culturally appropriate in this situation?



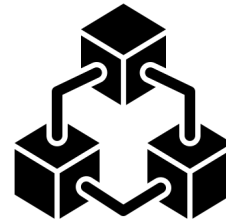
How can I communicate more effectively across cultures?



What can I observe about others' behaviours to better understand their cultural context?



What behaviours can I demonstrate to show respect for cultural differences?



What specific actions can I implement to bridge cultural gaps?



Behavioural CQ development

Action points

- **Observe:** Notice non-verbal cues and body language.
- **Adapt:** Modify your behaviour to fit cultural contexts.



Examples

- Observing how people from different cultures use personal space.
- Adapting your handshake to match cultural norms.



To learn more about non-verbal cues and body language in different cultures around the world, read this [article](#) by Berlitz

Behavioural CQ: example

Situation: A French manager is leading a diverse team in a multi-national corporation. The manager notices that team members from different cultures have varying approaches to giving and receiving feedback.

How Behavioural CQ helps: The manager **adapts** their feedback style to be more direct with team members from cultures that value directness and more nuanced with those from cultures that prefer indirect communication. They **observe and mirror body language and social cues** appropriate to each culture during interactions.

Outcome: The manager's ability to **adapt** their behaviour to fit the cultural context improves team cohesion and performance.



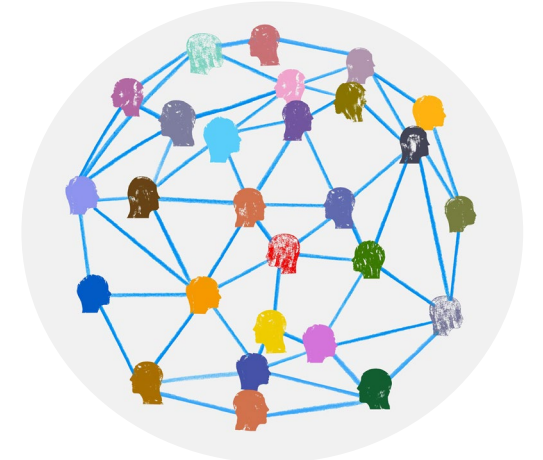
Cultural diversity



The variety of human societies or cultures in a specific region, or in the world as a whole.



Includes differences in ethnicity, race, religion, language, socio-economic status, gender, age, sexual orientation, and more.



Enhances innovation, creativity and problem-solving.

Promotes empathy, understanding and respect among individuals.

Reflects the richness of human experience and perspective.

Ethnicity and race

Ethnicity refers to shared cultural practices, perspectives and distinctions that set apart one group of people from another.
Race is a social construct that categorises people based on physical characteristics such as skin colour, facial features and hair texture.

Ethnic and racial backgrounds influence communication styles, values and traditions.

Religion

A system of beliefs, practices and ethical values about the universe and human life.

Religious beliefs and practices can shape behaviours, holidays, dietary restrictions and dress codes.



Language

A primary means of communication, encompassing spoken, written and signed languages.

Language barriers can hinder effective communication and collaboration.

Socio-economic status

Refers to an individual's or group's economic and social position in relation to others, based on income, education and occupation.

Socio-economic status influences access to education, healthcare and social services.

Gender and age

Gender refers to socially constructed roles, behaviours, expressions, and identities of girls, boys, women, men and gender-diverse people.

Gender and age diversity influence workplace dynamics, communication and expectations.



Sexual orientation and ability

Sexual orientation refers to a person's emotional, romantic and sexual attraction to others. Ability encompasses the spectrum of physical, mental, and emotional abilities and disabilities.

Inclusive environments accommodate diverse sexual orientations and abilities.

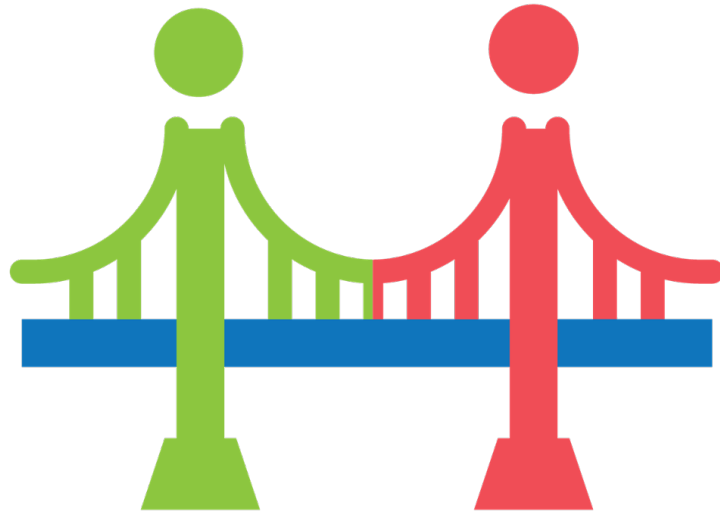
Key takeaways

- Cultural intelligence (CQ) is the capability to function effectively across different and varied cultural contexts, including national, ethnic and organisational cultures.
- The four components of CQ are:
 - ✓ **Cognitive CQ (Knowledge):** Understanding cultural norms, practices and conventions.
 - ✓ **Motivational CQ (Drive):** Interest and confidence in functioning effectively in culturally diverse settings.
 - ✓ **Metacognitive CQ (Strategy):** Awareness and control over one's cultural assumptions and planning based on cultural understanding.
 - ✓ **Behavioural CQ (Action):** Ability to adapt verbal and non-verbal behaviour to different cultural contexts.
- Cultural diversity refers to the variety of human societies or cultures in a specific region, or in the world as a whole.
- To nurture the different components of CQ:
 - ✓ Understand cultural differences and stay motivated to learn and engage.
 - ✓ Use reflective strategies to plan and adapt behaviours for effective intercultural interactions.
 - ✓ Continuously evaluate your cultural interactions and seek ways to improve your CQ.



A black and white photograph of several tulip buds on stems. The buds are in various stages of opening, with some showing dark, striped patterns. A white rectangular box is overlaid on the center of the image, containing the text "Thank You" in a cursive font. The word "Thank" is red, and "You" is green.

Thank You



CULTURAL BRIDGES

Engaging Young People and Youth Workers to develop their Cultural Intelligence for Diverse Online Communities



AKLUB



**Co-funded by
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. Project Number: 2023-2-LV02-KA220-YOU-000174659