

# CQ Enhancement Seminar “CQ in the Workplace” ©



**How** Aware  
are  
You?

**Contents**..... 2

Introduction to Cultural Intelligence - Bridging the Cultural Divide across Organizations ..... 3

Biography of Oliver R. Phillips - The Trainer ..... 4

Publication and Media Exposure..... 5

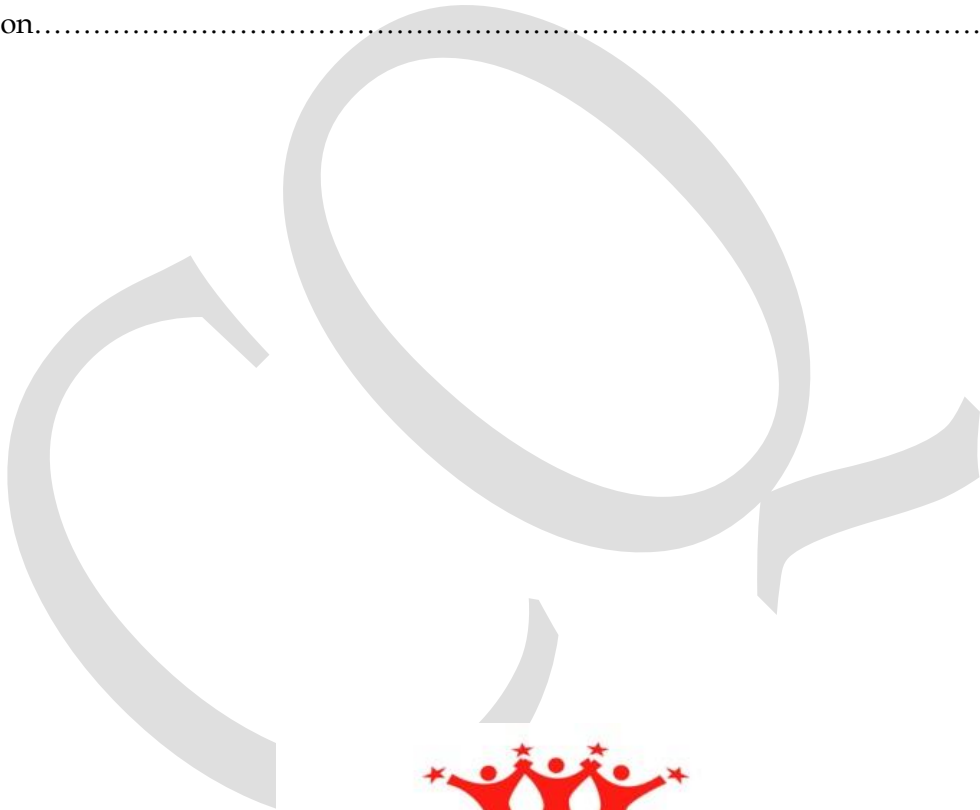
What is Culture?..... 5

Cultural Intelligence Matters for Your Organization, More than Ever..... 5

Objectives of the Seminar..... 7

What to expect from the Seminar?..... 9

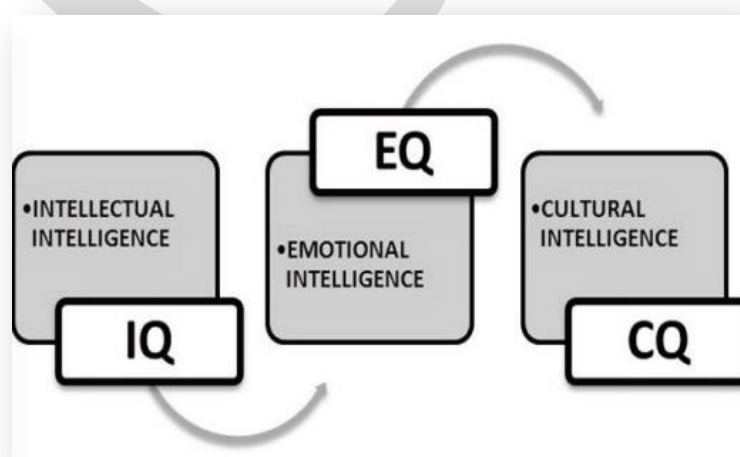
Conclusion.....10



# Introduction to Cultural Intelligence - Bridging the Cultural Divide across Organizations

The world is becoming smaller day by day and the cultures once far removed from each other geographically, no longer have that luxury. Every task that we undertake today involves interaction with another culture. This globalized world demands more than excellence in IQ and EQ, in all spheres including business, private life, public interaction, international trade, labor negotiations or pursuit of an education. Something which organizations cannot ignore if they wish to perform best is helping their employees develop Cultural Intelligence.

Cultural Intelligence is the capability to function effectively in a variety of cultural contexts – including national, ethnic, organizational, generational, and many other cultures. CQ is fast becoming more than simply an option. Individuals with high CQ have the knowledge and motivation to encounter unfamiliar cultural situations, think deeply about what's happening (or not happening), and make appropriate adjustments to how they understand, relate, and behave there. Making these kinds of adjustments involves a complex set of capabilities and processes that come from intentional effort on the part of the individual, all of which contribute to the person's CQ. CQ equips the individual with a complex set of capabilities and processes that enables anyone from outside a culture to more than simply become tolerant of other people.



## Biography of Oliver R. Phillips - The Trainer



**Dr. Oliver R Phillips**

Oliver R. Phillips, an ordained minister, presently serves as the lead connector at Lake Como ConneXions, in Orlando, Florida. Additionally, he is the executive director of the Connexion Empowerment Center Inc. (CECI); a faith based non-profit organization in Central Florida. He is committed to the enhancement of Cultural Intelligence as a mitigating factor in intercultural relationships. As a practitioner certified by the Center of Cultural Intelligence, Phillips is experienced in presenting CQ Enhancement Seminars to church leaders, corporate businesses, and educational institutions.

Dr. Tom Nees, who is responsible for the emergence of a dominant multicultural motif in the Church of the Nazarene, and who served as the Regional Director for US/Canada Mission Strategy said of Phillips, *“Cultural diversity and inclusion have become Oliver Phillips’ life’s work. It began in his Trinidad homeland, part of the larger Caribbean world with its rich mixture of European, African, Indian and indigenous people groups. As an immigrant black man in the United States he quickly absorbed the African American experience and in some ways made it his own without abandoning his Caribbean roots and his growing interest in the mosaic of multicultural America. He has become an advocate for cultural awareness, indeed for celebrating the unique contribution of all those who came to the Americas on their own or in chains.”*

Phillips is widely acclaimed for mentoring young and emerging leaders, and was the recent recipient of the *Lifetime Achievement Leadership Award from the Reed Institute for the Advanced Study of Leadership* at Olivet Nazarene University.

*A graduate of Howard University School of Divinity, Phillips is certified to facilitate Cultural Intelligence Enhancement Seminars, and through teaching and conducting seminars he has traveled to Antigua, Barbados, British Isles, Cape Verde, Costa Rica, Cuba, Dominican Republic, Ethiopia, France, Guyana, Holland, Jamaica, Kenya, the Philippines, and Spain.*

## **Publication and Media Exposure**

Phillips has authored his autobiography, *The God of a Second Chance*, as well as four booklets, *Starting Strong Churches in the Black Community*, *The 12 Step Program: Steps to Starting a Compassionate Ministry Center*, *Who Moved My Church?* and *The Urban Imperative*. Oliver is the co-author of *Katrina: Friends, Family, & Faith*, and *How to Sponsor and Nurture an Ethnic Church – Without Losing Your Mind*. Phillips edited *E Pluribus Unum: Challenges and Opportunities in Multicultural Ministry*, and a recent publication is *The Power of One – A Sermonic Sojourn into a Pluralist World*. In July of 2013 Oliver released a new book entitled, *Culture Trumps Religion, Every Time – The Ethno-Cultural Challenge for the Church*.

## **What is Culture?**

“Culture is the relatively stable set of inner values and beliefs generally held by groups of people in countries or regions and the noticeable impact those values and beliefs have on the peoples’ outward behaviors and environment.”

## **Cultural Intelligence Matters for Your Organization, More than Ever**

You don’t need to travel internationally to encounter people of different cultures. They occur in everyday life, or at the workplace, in interactions with fellow employees, clients or customers. Research says that 70 percent of international ventures fail because of cultural differences. Ninety percent of leading executives from 68 countries name cross-cultural leadership as the top management challenge for this century. With the world getting more complex and competitive, increasing pressures of globalization and changing demographics, it’s a must for your organization to prepare intelligently. Your organization needs to be effective across a growing number of cultures. To do so, it’s a must for the employees to develop their Cultural Intelligence. Cross cultural leaders with high CQs understand how to encounter new cultural situations, judge what goes on in them and make appropriate adjustments to understand and behave effectively in otherwise disorienting circumstances. Their confidence in their adaptive abilities is likely to influence the very way they perform in cross-cultural situations. They show

interest, confidence, and drive to adapt cross-culturally. CQ in employees will increase workplace harmony and desirable work outcomes — including top team performance.

Advantages of developing Cultural Intelligence to your organization include:

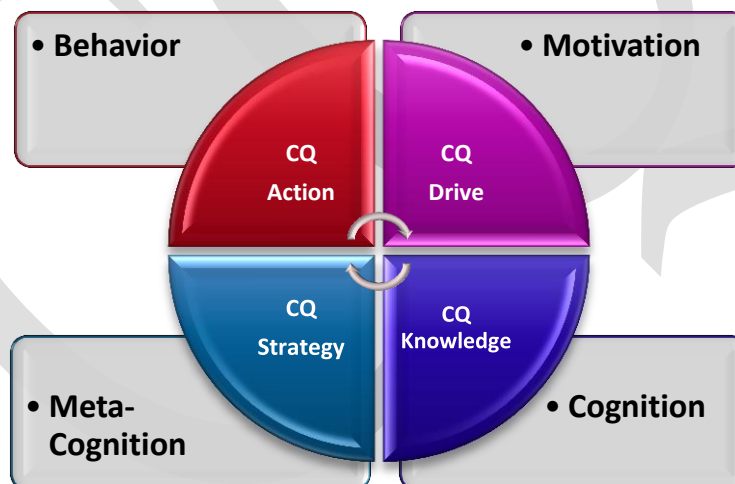
- Employees will be able to embrace social construct through which they can get along with each other
- Provides ability to employees to adapt in different cultural situations
- Helps individuals to develop an overall repertoire and perspective that results in more effective communication and understanding
- Enables employees to change their own frame of reference as they seek to understand the other person
- Changes the environment of organizations from competition, suspicion and hostility to hospitality and mutual submission
- Enables employees to gain an increased awareness about ethnic and organizational cultures
- Helps employees across the organization develop a repertoire of knowledge by knowing how cultures are alike and different, and how culture shapes behavior
- Helps employees discern the core assumptions of their own cultural perspective
- Enables employees to achieve the same goal effectively in different cultures
- Human Resources Manager with high levels of CQ will have a better sense on how to handle an employee's request to miss a Sales conference on a festive day related to his or her culture
- Helps individuals avoid dogmatic statements and being highly rigid
- Helps individuals become tolerant of other employees
- Increases the willingness and capacity to succeed among the employees
- Helps employees be more committed and passionate about the bottom line
- Helps employees to be flexible in their verbal and non-verbal communication
- Helps individuals to consider what the person from another culture expects

# Objectives of the Seminar

For real effectiveness, it is important to develop CQ capabilities and the most exciting fact is that it can be learned by anyone. The objective of the seminar will be to make the employees of your organization become increasingly aware of the immense differences in culture and enable them to apply adjustment techniques learned through the basic principles of CQ.

CQ requires an overall repertoire of adaptive capabilities. The four inter-related CQ capabilities that will be covered in the seminar include:

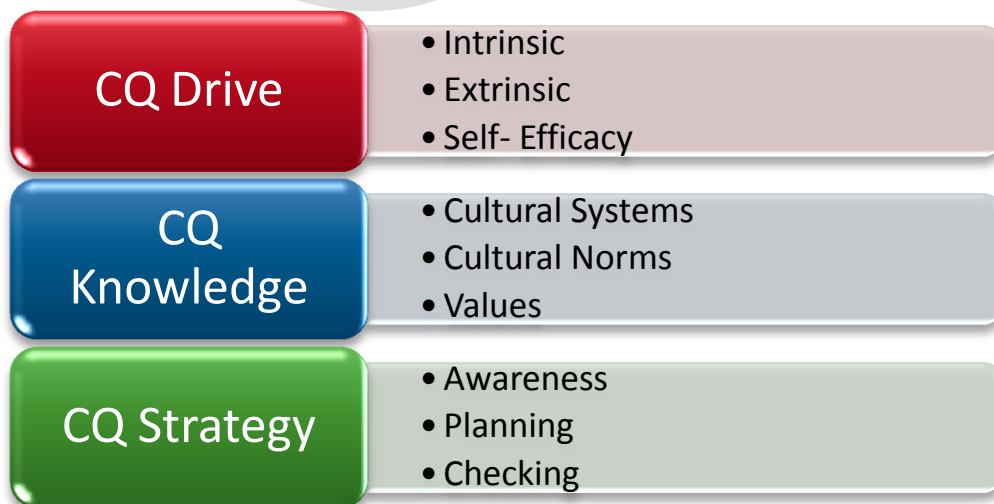
- CQ Drive
- CQ Knowledge
- CQ Strategy
- CQ Action



The purpose of the seminar will be to help employees on how having high CQ will help them to bridge the gap between cultures and how they can become culturally competent in any situation that calls for cultural interaction.

The employees will get an answer to the following questions:

- “How do two groups of people, with different perspectives on time, work together to accomplish their goals?”
- “Do I have the confidence and motivation to work through the challenges and conflict that inevitably accompany cross-cultural situations?”
- “What can I do to increase my motivation and confidence in cross-cultural situations?”
- “Do I have the cultural understanding necessary to be more effective cross-culturally?”
- “Am I aware, and can I plan appropriately in light of the personal and cultural dynamics involved?”
- What do I need to plan in order to complete cross-cultural assignments successfully?
- What behaviors do I need to adjust in the present cross cultural situation?
- What behaviors should I adapt to complete a cross-cultural assignment?
- Are we able to communicate effectively?
- How do I adapt my communication technique?
- Can we greet people appropriately and adjust our behavior as needed while still remaining true to who we are?





The seminar will enlighten employees of your organization with the great universal cultural values including:

- **Collectivism** -- Collectivist cultures prioritize the needs of the groups. All decisions are made with consideration of the communal welfare. At work, collectivist cultures value training, physical conditions, skills, and the intrinsic rewards.
- **Low Power Distance** -- Low power distance cultures diminish the significance of formal titles and roles and prefer flat organizational charts
- **Low Uncertainty Avoidance** -- Low uncertainty avoidance cultures have a higher tolerance and comfort with ambiguity and risk
- **Cooperativeness** -- Cultures having cooperative orientation value a more collaborative, nurturing approach to situations
- **Long-term Cultures** -- Long term cultures are more interested in long-term innovation and success
- **High-Context Cultures** -- Presume individuals know how to get along more intuitively, where explicit communication is unnecessary
- **Being Cultures** -- Prioritizes relationships and social networks and live for the moment

Participating in the seminar will only be the beginning of a lifelong process of adventure and learning. It will not be an instant fix. However, one will eventually realize that the learning experience, and the enrichment one enjoys, will be well justified in the end.

## What to expect from the Seminar?

The CQ Seminar, designed especially to suit the needs of the modern organizations will help the participants understand CQ as well as understand the results of their own CQ assessments. The participants will be able to gain increased awareness about the ethnic and organizational cultures, discern the core assumptions of their own cultural perspective and strengthen their ability to discern the fundamental assumptions of other cultures. Employees will learn to develop the capability to be flexible in verbal and non-verbal actions.

Employees will gain knowledge about the following:

- CQ Multi-Rater Assessment
- The CQ model and the research behind it
- Strategies for enhancing the 4 CQ Capabilities

## Conclusion

**Cultural Intelligence** is more than merely a lens through which one can view the challenges posed by attempting to be successful in commerce, business, missions, and interpersonal cultural interactions. It is a research based interdisciplinary meta-model that provides the necessary handles for understanding why some persons adapt easily when placed in different cultures, and why others do not. The four dimensions of CQ play a pivotal role in enhancing one's competency in the interaction within cultures. The sooner one can analyze what's going on, and why, the more successful he or she will be in advancing mission accomplishment.

*Research on CQ is in its relative infancy, but results are already showing that workplace harmony and desirable work outcomes — including top team performance — are more likely when employees have more CQ. The good news is that CQ can be trained, and therefore also strengthened.*

**All participants are required to take the on-line CQ Assessment**

► **Seminars are conducted 9:00 am to 2:00 pm** ◄

### CONTACT INFORMATION

Dr. Oliver R. Phillips

**ConneXion Empowerment Center Inc.**

2209 Walnut Street, Orlando, FL 32806

407-600-7620

[orp@ceci-orlando.org](mailto:orp@ceci-orlando.org) - [www.ceci-orlando.org](http://www.ceci-orlando.org)

*Oliver Phillips is a Board of Immigration Appeals (BIA) Representative, helping individuals access the various initiatives of the U.S. Citizenship and Immigration Services (USCIS).*

10