**WHAT IS CULTURAL INTELLIGENCE?**

**CQ (Cultural Intelligence) is your ability to function effectively with people from different cultures.**

CQ may sound academic but it is easy to grasp and can be used to address issues of race, cultural sensitivity, bias and cross-cultural communication. CQ is a capability that anyone can develop and use towards building bridges across cultural differences.

**Understanding the 10 Cultural Clusters and 10 Cultural Values will help increase your CQ Knowledge. It will help you understand the similarities and differences when faced with diverse cultural interactions.**

**WHAT IS A CULTURAL CLUSTER?**

Clusters are distinct groupings of nations that have a predominant religion, many shared beliefs, and similar cultural values. Not every culture fits into these ten clusters but it is a useful starting point to understand differences and similarities between cultures which will help you become adept at handling intercultural situations. This is a great place to begin comparing predominant worldviews. Be careful not to stereotype as not everyone in these clusters will fit the following descriptions.

**WHAT ARE CULTURAL VALUES?**

An important strategy for increasing CQ Knowledge is understanding a core set of cultural values. These are beliefs, attitudes and personal preferences that are important to people within a culture or community. Be careful not to stereotype with these values as there will be people and subcultures within a larger culture that are exceptions to the norm. Take time to reflect on what cultural value you find difficult to relate to.

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