



*Training Course:
Cultural Intelligence Program (CQ)*

*8 - 12 December 2025
Casablanca (Morocco)
New Hotel*

Training Course: Cultural Intelligence Program (CQ)

Training Course code: PS7774 From: 8 - 12 December 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4500 € Euro

Introduction

Cultural intelligence CQ is "the capability to relate and work effectively across cultures and diversity". It measures how we behave in diverse situations.

Our world is shrinking. Fifty years ago most of us lived in a community with people who looked like us, talked like us, believed like us, and behaved the same as us. This is no longer true. Very few of us are not touched daily by differences in others. We live with diversity surrounding us in a global society. In the modern world successful people also need to work with people who are not like them, people from different backgrounds, age, race, ethnicity, gender, socio-economic status, physical or mental abilities, religion, political views, national origin, appearance, sector, job or education. They need CQ.

Course Results of Cultural Intelligence Program CQ

- More effective Cross-Cultural Adaptability and Decision Making
- Enhanced Job Performance
- Improved Creativity and Innovation
- Increased Profitability and Cost Savings
- Enriched Situational Awareness

Course Objectives of Cultural Intelligence Program CQ

- Build awareness as well as acquire the skills of dealing with and accepting diversity and differences.
- You will grow the ability to act and relate appropriately and effectively in various diversity and cultural contexts.
- The practice of face-to-face interactions between people whose cultures or backgrounds are different from one another
- Discuss the importance of not assuming sameness especially in a new environment and the impact of doing so.
- Develop the willingness and ability to engage appropriately and effectively with others who are different from us
- Explain how increased awareness of our own stereotypes can support the use of inclusive language that is sensitive to cultural differences and diversity.

- Cultivate empathy across cultures of those around us and reflect on situations and be able to suspend judgments
- Know your communication style and be willing to adopt it. As well as being able to identify other different communication styles.

Course Outlines of Cultural Intelligence Program CQ

- What is CQ
- why is CQ important
- CQ Model
- Concepts of cultures and diversity
- Cultural identities
- Generalization and Stereotypes
- Suspending judgments
- Communication styles
- Cultural Values and dimensions
- Cultural Conflict resolution styles
- Dealing with conflicts when in the Panic Zone.
- Perception
- My Cultural Identity
- Identity and change
- Adaptation and cultural shock
- Change and transition and dealing with change

Registration form on the Training Course: Cultural Intelligence Program (CQ)

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