



*Training Course:
Cultural Intelligence Program (CQ)*

*19 - 23 October 2026
Casablanca (Morocco)*

Training Course: Cultural Intelligence Program (CQ)

Training Course code: PS7774 From: 19 - 23 October 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € 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 Objectives

- 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.

Target Audience

- Managers and team leaders working in multicultural environments
- HR professionals and organizational development specialists
- Customer service and client-facing professionals

- Employees working in international or diverse teams
- Government and NGO professionals dealing with diverse communities
- Professionals involved in global business, diplomacy, or cross-cultural collaboration
- Anyone seeking to enhance cultural awareness, inclusion, and communication effectiveness

Course Outlines

Day 1: Introduction to Cultural Intelligence CQ

- What is Cultural Intelligence CQ
- Why is CQ important in today's global environment
- Overview of the CQ Model
- Concepts of culture and diversity
- Understanding cultural identities

Day 2: Cultural Awareness and Perception

- Generalization vs Stereotypes
- Suspending judgments
- Understanding perception and its impact
- My Cultural Identity
- Identity and change

Day 3: Communication Across Cultures

- Different communication styles across cultures
- Cultural values and dimensions
- Adapting communication to diverse cultural contexts

Day 4: Cultural Adaptation and Change Management

- Adaptation and cultural shock
- Change and transition
- Strategies for dealing with change in multicultural environments

Day 5: Conflict Resolution and Application

- Cultural conflict resolution styles
- Dealing with conflicts in the Panic Zone
- Practical application through scenarios and discussions
- Summary and key takeaways

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

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