

# THE CULTURAL INTELLIGENCE CENTER

## CQ Train-the-Trainer

Level 1 Certification in Cultural Intelligence (CQ)

### PROGRAM DETAILS

**Schedule:**

Day 1: 8:30 a.m.-5 p.m.

Day 2: 8:30 a.m.-12 p.m.

**Cost:**

**\$1895 USD**

**Receive \$100 off if you register and pay 60 days before the program.**

If you need to cancel 30 days or more before, a 5% administrative fee will be deducted from your refund. No refunds for cancellations made less than 30 days before.

**More information (e.g. hotel info) and online registration at <http://culturalq.com/certification>**

Customized certification programs are also available. Please contact us to learn more!

## Become an expert in CQ

**90% of leading executives from 68 countries identify cross-cultural leadership as a top management challenge.**

**70% of international ventures fail due to cultural differences.**

Your cross-cultural success is largely based upon one primary factor:

### **Your Cultural Intelligence Quotient (CQ)**

Your CQ is your *capability to function effectively in a variety of national, ethnic, and organizational cultures*. It's a form of intelligence you can enhance through experience and training. Academic researchers have been testing cultural intelligence across more than 30 countries for nearly a decade.

CQ is similar to IQ and EQ in that it measures a set of capabilities necessary to be successful, both personally and professionally. But it's unique in that it focuses specifically upon the skills needed to succeed internationally and in multicultural contexts domestically. Each individual has a measurable CQ score, which can be assessed and enhanced.

A growing number of leaders in business, government and nonprofits are realizing the benefits of assessing and developing their CQ.

***Qualified trainers and coaches are needed!***

**Attend an upcoming CQ Level 1 Certification Program to be trained and certified to use the only academically validated  
*CQ Multi-Rater Assessment***

# What to Expect at Level 1 CQ Train-the Trainer Certification

## Prior to the Program:

- Complete the *CQ Multi-Rater Assessment*

## Covered during the Program:

- Overview of CQ: The model and the research behind it
- Why CQ Matters: The business case for CQ
- Measuring CQ: Debrief your *CQ Multi-Rater Assessment* and learn to use it with others
- Strategies for Enhancing the 4 CQ Capabilities

## Participants Receive:

- *Cultural Intelligence Training Manual*
- *The Cultural Intelligence PowerPoint* (to facilitate CQ training with others)
- Certification to administer and interpret CQ assessments
- Access to important CQ research
- Exclusive Pricing for *CQ Multi-Rater Assessment*



The training and certification will be facilitated by David Livermore, PhD, author of several books on cultural intelligence, including *Leading with Cultural Intelligence* (AMACOM 2009). Dave is president at the Cultural Intelligence Center, LLC in East Lansing, Michigan and a visiting research fellow at Nanyang Technological University in Singapore.

[www.davidlivermore.com](http://www.davidlivermore.com)

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*Few people can translate technical academic work into clear and lucid material. David Livermore does just that. He accurately brings alive the concept of cultural intelligence and applies it with highly practical how-to's for global businesses and practitioners.*

**--Soon Ang, PhD Professor in Management, Nanyang Technological University, Singapore & Linn Van Dyne, PhD Professor in Management, Michigan State University**

*As more companies go global, we need a better understanding of how to function as leaders across cultural boundaries. The four-step process David Livermore teaches can help you develop your CQ and improve your cross-cultural leadership technique. Now more than ever, our shrinking world needs his work!*

**--Ken Blanchard, coauthor of *The One Minute Manager*®**

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For more information, visit <http://culturalq.com/certification.html>

**Sponsored by the [Cultural Intelligence Center, LLC](#)**

# CQ Train-the-Trainer

## Tentative Schedule

Time	Day 1	Day 2
8:30-10:15	<b>Introduction</b>  <b>The Business Case for CQ</b>	<b>Enhancing CQ</b> <ul style="list-style-type: none"><li>• CQ Strategy</li><li>• CQ Action</li></ul>
10:15-10:30	<b>Break</b>	
10:30-12:00	<b>CQ Overview</b> <ul style="list-style-type: none"><li>• Definition</li><li>• Measurement</li><li>• Research Origins</li></ul>	<b>Partnering Together to Enhance CQ</b>  <b>Conclusion</b>
12:00-01:00	<b>Lunch</b>	
01:30-03:00	<b>CQ Assessment</b> <ul style="list-style-type: none"><li>• Understanding your Feedback Report</li><li>• Using the Assessment with Others</li></ul> <b>Enhancing CQ</b> <ul style="list-style-type: none"><li>• CQ Drive</li></ul>	
03:00-03:15	<b>Break</b>	
03:15-05:00	<b>Enhancing CQ</b> <ul style="list-style-type: none"><li>• CQ Knowledge</li></ul>	