

# **CROSS-CULTURAL INTELLIGENCE CERTIFICATION**



# **GENTEX<sup>®</sup>**

TRAINING CENTER



## Introduction

Global teams succeed when people read cultural signals accurately and adjust their behaviour with confidence. The Cross-Cultural Intelligence Certification Training Course builds that capability in a structured, evidence-based way. Participants examine proven cultural frameworks, measure their own cultural intelligence, and practise the communication habits that multicultural workplaces demand. Furthermore, the programme connects theory to daily work: negotiation, virtual collaboration, feedback, and conflict resolution across borders. Delivered by Gentex Training Center, this five-day programme suits professionals who lead diverse teams, manage international partners, or work inside organisations that operate across several regions. As a result, participants leave with practical tools they can apply immediately.

## Cross-Cultural Intelligence Certification Course Objectives

- Explain the four capabilities of the Cultural Intelligence (CQ) model: drive, knowledge, strategy, and action.
- Assess personal cultural intelligence using CQ self-assessment instruments and structured reflection tools.
- Apply Hofstede's six cultural dimensions to interpret workplace behaviour and decision-making styles.
- Use the Meyer Culture Map scales to compare communication, trust, and disagreement norms across countries.
- Interpret Trompenaars' seven dimensions and the GLOBE study findings in organisational contexts.
- Adapt verbal and written messages for high-context and low-context audiences.
- Manage conflict across cultures using the Thomas-Kilmann Instrument and intercultural mediation techniques.

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- Lead virtual and hybrid multicultural teams with clear norms, protocols, and inclusive meeting design.
- Negotiate effectively with counterparts from collectivist and individualist cultures.
- Design a personal cultural intelligence development plan with measurable behavioural goals.

## Course Methodology

- Interactive lectures supported by validated cultural frameworks and current research.
- CQ self-assessment exercises with guided debriefs and peer feedback.
- Real-world case studies drawn from global business, government, and joint-venture settings.
- Role-plays covering negotiation, feedback delivery, and intercultural conflict.
- Group simulations using the Culture Map scales to diagnose team friction.
- Action-planning sessions that convert insight into workplace behaviour.

## Who Should Take This Course

- Managers and team leaders supervising multicultural or geographically dispersed teams.
- Human resources, talent, and diversity professionals supporting global mobility.
- Business development, sales, and procurement staff handling international accounts.
- Project managers coordinating cross-border programmes and joint ventures.
- Consultants, trainers, and coaches working with international clients.
- Government and NGO officers engaged in multilateral cooperation.
- Professionals preparing for overseas assignments or regional leadership roles.





## Cross-Cultural Intelligence Certification Course Outlines

### Day 1: Foundations of Cultural Intelligence

- Definitions of culture, cultural competence, and cultural intelligence.
- The four-factor CQ model: drive, knowledge, strategy, and action.
- Completing and interpreting a CQ self-assessment profile.
- Distinguishing national, organisational, and professional cultural layers.
- Recognising stereotypes, unconscious bias, and attribution errors.
- The business case for cultural intelligence in global performance.
- Setting individual learning goals for the week.

### Day 2: Cultural Frameworks and Value Dimensions

- Hofstede's six dimensions and their practical workplace signals.
- Trompenaars' seven dimensions of culture applied to management style.
- Key GLOBE study leadership findings across cultural clusters.
- Hall's high-context and low-context communication distinction.
- Monochronic and polychronic orientations towards time and scheduling.
- Mapping country profiles against team member preferences.
- Case analysis: diagnosing a failed international project.

### Day 3: Intercultural Communication in Practice

- Erin Meyer's Culture Map: eight scales for team diagnosis.
- Adapting tone, directness, and structure in written communication.

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- Delivering and receiving feedback across cultural expectations.
- Active listening, paraphrasing, and clarification techniques.
- Managing language barriers, accents, and non-native fluency.
- Non-verbal signals: silence, gesture, proximity, and eye contact.
- Role-play: giving corrective feedback to three cultural profiles.

## Day 4: Negotiation, Conflict, and Trust

- Task-based versus relationship-based trust building.
- Negotiation styles in collectivist and individualist settings.
- Decision-making norms: consensual, top-down, and consultative models.
- Thomas-Kilmann conflict modes in intercultural disputes.
- Intercultural mediation and face-saving techniques.
- Ethical dilemmas, gift practices, and compliance boundaries.
- Simulation: a multi-party international contract negotiation.

## Day 5: Leading Multicultural Teams and Action Planning

- Inclusive leadership behaviours and psychological safety.
- Designing team charters and communication protocols.
- Running effective virtual and hybrid meetings across time zones.
- Managing expatriate adjustment and culture-shock curves.
- Measuring cultural intelligence progress with behavioural indicators.
- Building a 90-day personal CQ development plan.
- Group presentations, peer review, and course consolidation.





## Conclusion

By successfully completing the Cross-Cultural Intelligence Certification Training Course, participants will have acquired a working command of the CQ model, Hofstede's dimensions, the Culture Map scales, and practical intercultural negotiation and conflict techniques. In addition, they will read cultural signals accurately, adapt their communication with confidence, and lead diverse teams with greater trust and clarity. Gentex Training Center delivers this programme with applied exercises and real cases, so participants return to work ready to apply their new knowledge immediately.

## FAQs

### Q1 What is the "Cross-Cultural Intelligence Certification" course about?

The course examines how culture shapes behaviour at work and how professionals adapt to it. It covers the cultural intelligence model, established cultural frameworks, intercultural communication, negotiation, conflict handling, and the leadership of multicultural teams.

### Q2 What are the key benefits of the "Cross-Cultural Intelligence Certification" course?

Participants reduce misunderstandings with international colleagues and partners. Furthermore, they negotiate more effectively, build trust faster, run smoother virtual meetings, and resolve cultural conflict earlier. As a result, global projects face fewer delays and relationship breakdowns.



## Q3 What skills will I gain from the "Cross-Cultural Intelligence Certification" course?

Participants gain cultural intelligence assessment and development, intercultural communication and adaptation, cross-cultural negotiation and conflict resolution, and multicultural team leadership. These four skills combine to support confident performance in any international or diverse working environment.

## Q4 What tools, methods, or standards are covered in the "Cross-Cultural Intelligence Certification" course?

The programme uses the four-factor CQ model and CQ self-assessment, Hofstede's six dimensions, Trompenaars' seven dimensions, the GLOBE study clusters, Hall's context theory, Erin Meyer's Culture Map scales, and the Thomas-Kilmann Conflict Mode Instrument.

## Q5 How is the "Cross-Cultural Intelligence Certification" course applied in real-world practice?

Professionals apply it when briefing international suppliers, negotiating regional contracts, giving feedback to overseas staff, onboarding expatriates, and chairing virtual meetings across time zones. In addition, HR teams use the frameworks to design inclusive policies and global mobility support.