



CASE STUDY

Coaching for Cultural Intelligence

PROFILE

Major Australasian employer, headquartered in New Zealand, around 3000+ FTE

INDUSTRY

Private sector - Service industry

CONTEXT

The Board and Executive team of this iconic organisation recognised that building their capability to lead an increasingly diverse workforce is critical to their success as an organisation. Having to recruit talent from across the globe and the fact that their clients are increasingly diverse, they recognised that taking an inclusive approach to leadership and customer service requires that they understand how to effectively transact across different cultural contexts. They also understood that being able to effectively deal with cultural differences, is a learnt capability and a competency that will be core to their ongoing success.

KEY BUSINESS REQUIREMENTS

Our client wanted to have the opportunity to understand more about how different cultural norms and values drive perceptions and behaviours. They also wanted to build inclusive leadership as a key competency in the organisation and gain a higher level of self-awareness, so that they could hold themselves accountable for their own behaviours. Having a toolkit of strategies that could be applied in future cross-cultural interactions was the goal.

OUR OFFERING

We started with offering a psychometrically validated CQ assessment tool, which helped participants to understand their own level of cultural intelligence. This was followed by a debrief, where participants could understand how to interpret their results and their own cultural values, relative to global norms. We then undertook face to face training, which focused on four key dimensions of CQ - namely, CQ Drive, CQ Knowledge, CQ Planning and CQ Action. Finally, participants undertook 1 on 1 CQ coaching, which helped them to embed the learning and transform their own understanding and behaviours.

OUTCOME

The participants were able to learn more about their own cultural lenses and how they drive behaviours. They were also provided with a toolkit of strategies to apply in their own roles as leaders, to effectively move beyond their own biases and knowledge base, and make decisions which are more impactful, meaningful and informed.

In short, participants are now more equipped to effectively lead a cross-cultural, diverse organisation and to put strategies in place to cater to the needs of an equally diverse customer base.

