

**San Jose State University**

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**From the Selected Works of Dr. Michele A. L. Villagran**

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# How Cultural Intelligence (CQ) Makes a Difference in Your Professional Environment

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# *How Cultural Intelligence Makes a Difference in Your Professional Environment*

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Mutual Distrust

Different views on  
confrontation

**Cultural Intelligence Needed!**

Contracts may mean “nothing”

Language and Communication  
Barriers

# Cultural Intelligence Model



# CQ Drive

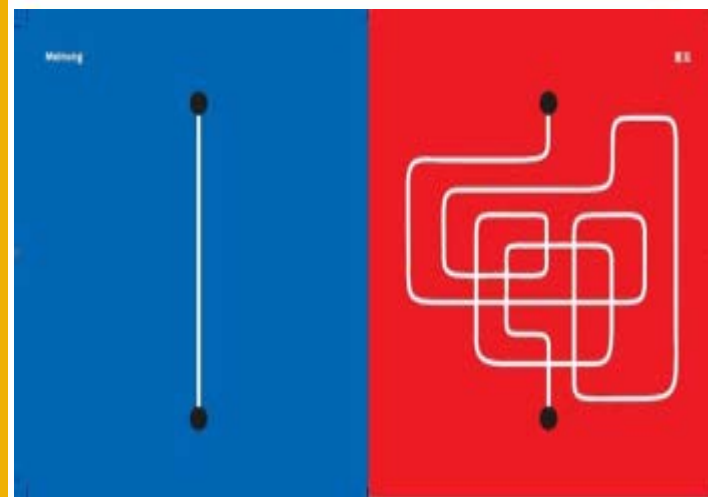
CQ Drive

- Intrinsic Interest
- Extrinsic Interest
- Self-Efficacy

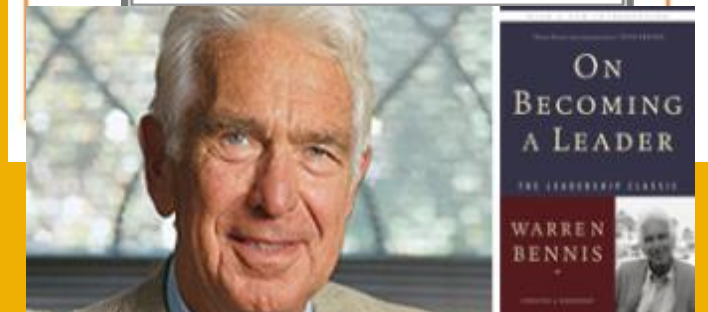




# CQ Knowledge



- Business/Cultural Systems
- Interpersonal: Cultural Values
- Socio-Linguistics
- Leadership



# CQ Strategy



- Planning
- Awareness
- Checking



CQ Strategy

# CQ Action

Speech Acts  
Verbal Communication  
Non-Verbal Communication



CQ Action







Increased Profitability

Cost-Savings

Enhanced Performance

Increased Creativity and  
Innovation

More Effective Cross-Cultural  
Adaptability & Decision-Making

**Cultural Intelligence Results!**

Thank you!

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