How Cultural Intelligence Makes a Difference in the Information Profession:
Are You Culturally Competent?

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Agenda

• Culture Matters
• Mapping Cultural Differences
  o Cultural value orientations
• What is Cultural Intelligence (CQ)?
  o Four capabilities
• Applying and Improving CQ
• Now what?
Genesis of Cultural Intelligence
Mutual Distrust

Different views on how to confront conflict

Contradictory or mean "nothing"

Language and Communication Barriers

Cultural Intelligence Needed!
Cultural Intelligence

The capability to function effectively across various cultural contexts (national, ethnic, organizational, generational, etc.)

Mapping Cultural Differences

What’s your CQ and why should you care?

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Cultural Values

• Individualism-Collectivism
• Power Distance
• Uncertainty Avoidance
• Cooperative-Competitive
• Short-Term versus Long-Term Orientation
• Context
• Being-Doing
Standards

• ALA Strategic Plan (2017 Update)  
  http://www.ala.org/aboutala/sites/ala.org.aboutala/files/content/governance/StrategicPlan/Strategic%20Directions%202017_Update.pdf

• ALSC Competencies for Librarians Serving Children in Public Libraries  
  http://www.ala.org/alsc/edcareeers/alsccorecomps

• YALSA Core Professional Values for the Teen Services Profession  
  http://www.ala.org/yalsa/core-professional-values-teen-services-profession

• ACRL Diversity Standards: Cultural Competency for Academic Libraries (2012)  
  http://www.ala.org/acrl/standards/diversity

• AASL National School Library Standards for Learners, School Librarians, and School Libraries  
  http://standards.aasl.org/
Take a moment and think of one cultural challenge in your workplace.

Keep this challenge in mind as we explore CQ
CQ Drive
CQ Drive: 3 Sub-Dimensions

- Intrinsic Interest
- Extrinsic Interest
- Self-Efficacy
CQ Knowledge: 4 Sub-Dimensions

- Business/Cultural Systems
- Interpersonal: Cultural Values
- Socio-Linguistics
- Leadership
霸道，你不得不尊敬。
CQ Knowledge: 4 Sub-Dimensions

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“Leadership is like beauty; it’s hard to define, but you know it when you see it.”
--Warren Bennis
CQ Drive

CQ Knowledge

CQ Strategy
CQ Strategy: 3 Sub-Dimensions

- Planning
- Awareness
- Checking
CQ Action: 3 Sub-Dimensions

- Speech Acts
- Verbal Communication
- Non-Verbal Communication
Revisit your cultural challenge in your workplace.

Utilizing CQ, what is one thing you will do or do differently to help with your challenge?
Next Steps

What's your CQ and why should you care?
Next Steps

• Needs assessment
• Cultural Values Profile
• Cultural Intelligence Assessment
• Assess and develop CQ in your team
• Make CQ a priority for everyone
Closing Comments

• Construct of CQ is important to understand and incorporate as the industry and profession changes

• Going beyond awareness can help improve interactions with stakeholders and clients – use CQ!
Thank You!

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